

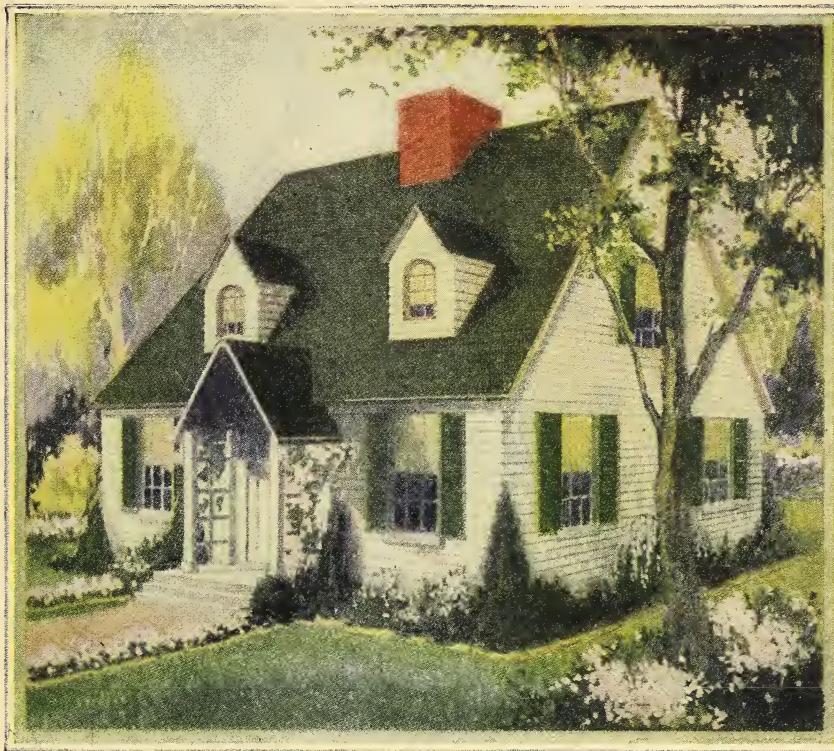
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# Better Homes In America



## Guidebook FOR BETTER HOMES CAMPAIGNS

Better Homes Week, April 25 to May 1, 1926

Additional copies of this pamphlet can be secured at 15 cents each

## **List of Some of the National Organizations Coöperating with the Better Homes in America Movement of 1925**

American Child Health Association  
American Civic Association  
American Home Economics Association  
American Legion  
American Legion Auxiliary  
American Red Cross  
Architects' Small House Service Bureau  
Chamber of Commerce of the United States  
Character Education Institution  
Community Service, Inc.  
Federal Board of Vocational Education  
Federation of Farm and Home Bureaus  
Garden Club of America  
General Federation of Women's Clubs  
Girl Scouts of America  
National Congress of Parents and Teachers  
National Federation of Business and Professional  
    Women's Clubs  
National Federation of Music Clubs  
National Garden Association  
National Health Council  
United States Bureau of Education  
United States Bureau of Home Economics  
United States Children's Bureau  
United States Department of Agriculture  
United States Department of Commerce  
United States Department of Interior  
United States Department of Labor  
United States Public Health Service

# GUIDEBOOK OF BETTER HOMES IN AMERICA

## HOW TO ORGANIZE THE 1926 CAMPAIGN



### BETTER HOMES WEEK

APRIL 25 TO MAY 1

PUBLICATION No. 10

ISSUED BY

BETTER HOMES IN AMERICA

*An Educational Organization Incorporated in the State of Delaware, 1923*

NATIONAL HEADQUARTERS:

1653 PENNSYLVANIA AVENUE, WASHINGTON, D. C.

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An Educational Organization Incorporated in the State of Delaware, 1923

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# THE ENDORSEMENT OF THE PRESIDENT OF THE UNITED STATES

THE WHITE HOUSE  
WASHINGTON

January 10, 1924.

My dear Mr. Secretary:

I have frequently observed the instructive and inspiring force which the Better Homes in America movement is contributing to our national life, and I am more than well pleased with the reorganization that has just taken place under your direction, by which it has now an independent and substantial foundation and I count it a happy obligation to remain Chairman of the Advisory Council.

The achievement of Mrs. William Brown Meloney in managing the movement entitles her to highest credit, I am glad to know that she will continue association with the work, and the private organization that has turned over its efforts to the new Administration has shown a fine spirit.

The American home is the foundation of our national and individual well being. Its steady improvement is, at the same time, a test of our civilization and of our ideals. The Better Homes in America movement provides a channel through which men and women in each community can encourage the building, ornamenting and owning of private homes by the people at large. We need attractive, worthy, permanent homes that lighten the burden of housekeeping. We need homes in which home life can reach its finest levels, and in which can be reared happy children and upright citizens.

I commend participation in Better Homes demonstrations and in the other work of the movement to the American people.

Very truly yours,

Hon. Herbert Hoover,  
Secretary of Commerce.



# FOREWORD

By  
**HERBERT HOOVER**

**T**HE Better Homes movement stands on the belief that our people, by well-planned measures, can obtain for themselves a finer type of home and family life. The splendid and widespread support that has been given it makes for soundness at the very base of our whole social and political structure. It is in our homes and family circles that the children of each generation receive the most essential part of the training they need as men and women to go forth and meet the problems that press upon them. From our homes each day come those who produce and distribute necessary commodities and carry on the government and other enterprises. The highest and most enduring social relationships are those of the family, and most men and women find the welfare of their families to be life's most impelling motive.

Home-making is still as much a matter of personal character and unswerving maintenance of standards as it ever was. On the housekeeping side, moreover, it involves wider knowledge and a greater range of alternatives to choose from than ever before. New equipment and devices are constantly becoming available and the results of systematic study are shedding new light on various household problems affecting health and happiness. Furthermore, millions of our families must adapt themselves more or less often to changed circumstances of living because of movement between country and city, between regions with different climates, and between apartments and houses of different sizes, and because of changes in income.

Systematic study of home-making under a great variety of conditions is evidently needed. The Better Homes committees, by a division of tasks, are able to go into many problems more thoroughly than a single overworked housewife, and through the demonstrations present their conclusions in practical form. In a number of cities this has

involved showing several houses, each specially fitted to the needs of a particular group of families.

The local committees which kept the cost of their demonstration houses, furnishings, and equipment within a carefully devised budget have done the most toward solving their local housing problem. They have faced the same problems as the families which have to piece out limited funds with brains and ingenuity and the work of their hands.

Permanent school practice houses built and owned by our public schools and colleges, embodying high standards of architecture, construction, and furnishing, are another important part of the movement. Education for home-making should be available to all, and is best given under realistic conditions.

The work of Better Homes committees has promoted character training in the home, and reading, music, and other forms of wholesome home recreation. It has encouraged saving and wise expenditure for the building and equipping of homes, and thereby helped to raise living standards, reduce drudgery, and make the conditions of life more attractive.

Of great significance is the originality shown in the local demonstrations. Nothing would deaden the movement more quickly than the listless following of a standard ready-made program.

There is nothing finer than a living tradition, a tradition which continually spurs men and women to achievement. Those who are pioneering the way in Better Homes demonstrations today can build up a tradition which will make the high type of homes, and the character of the young men and women who come from them, the chief pride of the community. Such a tradition requires a central point of inspiration, a dynamic symbol, and the Better Homes demonstration fills this need.

Where a demonstration is most successful, it is usually because the committee works hard and obtains willing assistance, especially from those whom it directly calls upon. The Better Homes movement already commands a wide following. It deserves a greatly extended support.

# **GUIDEBOOK OF BETTER HOMES IN AMERICA**

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## **PART ONE**

### **I**

Better Homes in America is an educational institution for public service initiated in 1922 by Mrs. William Brown Meloney. It was organized on a national basis in December, 1923, with Herbert Hoover, Secretary of Commerce, as its President.

The aim of Better Homes in America is to make convenient, attractive, and wholesome homes accessible to all American families. The means to this end are educational publications, Better Homes demonstrations, and research. In each of these undertakings Better Homes in America cooperates with other civic agencies wherever interests are held in common.

The movement is nation-wide in scope. Its National Headquarters are in Washington, D. C. This office issues publications and conducts research. Demonstrations are conducted entirely by voluntary local committees in cities, towns, and rural communities all over the United States. These committees are chosen and led by chairmen appointed each year by National Headquarters. The local Better Homes Campaigns consist of publicity, lectures, discussion meetings, and exhibits; and, wherever possible, they include, during Better Homes Week, the demonstration of a house, planned and furnished for a family of modest means, illustrating the best that the community can offer in home comfort, convenience, and beauty at a cost within the reach of families in moderate circumstances.

All the local campaigns culminate in Better Homes Week, April 25 to May 1, 1926.

## **II. PURPOSE OF THE MOVEMENT FOR BETTER HOMES IN AMERICA**

America has justly been called a home-loving nation. The home, like the church and school, has been recognized as one of the most fundamental of our human institutions. Like the church and the school, the home is affected by changing conditions. To insure the most wholesome development of the home, organized educational work is necessary. Better Homes in America was established to undertake this educational activity.

Expressed in more detail, the purposes of the Better Homes in America movement are—

1. To make accessible to all citizens knowledge of high standards in house building, home furnishing, and home life.
2. To encourage the building of sound, beautiful, single-family houses; and to encourage the reconditioning and remodeling of old houses.

Although peculiar conditions in certain places, and the circumstances of certain families make it necessary that there shall be apartments and tenements, it is strongly felt that the happiest and most wholesome home life is possible for a family with growing children only in a detached single family house. Such a house then should be the American ideal, and should be made accessible to all American families.

3. To encourage thrift for home ownership, and to spread knowledge of methods of financing the purchase or building of a home.
4. To encourage general study of the housing problem and of problems of family life, and to help each community to benefit from its study.
5. To encourage the furnishing of homes economically and in good taste.
6. To supply knowledge of the means of eliminating drudgery and waste of effort in housekeeping, and to spread information about public agencies, which will assist housekeepers in their problems.
7. To encourage the establishment of courses of instruction in home economics in the public schools, and particularly the construction of school practice houses and home economics cottages where girls in our public schools and colleges may, by actual practice, learn the best methods of conducting household operations and of home-making.
8. To promote the improvement of house lots, yards and neighborhoods, and to encourage the making of home gardens and home playgrounds.
9. To extend knowledge of the ways of making home life happier, through the development of home music, home play, home arts and crafts, and the home library.
10. To encourage special study and discussion of the problem of character building in the home.

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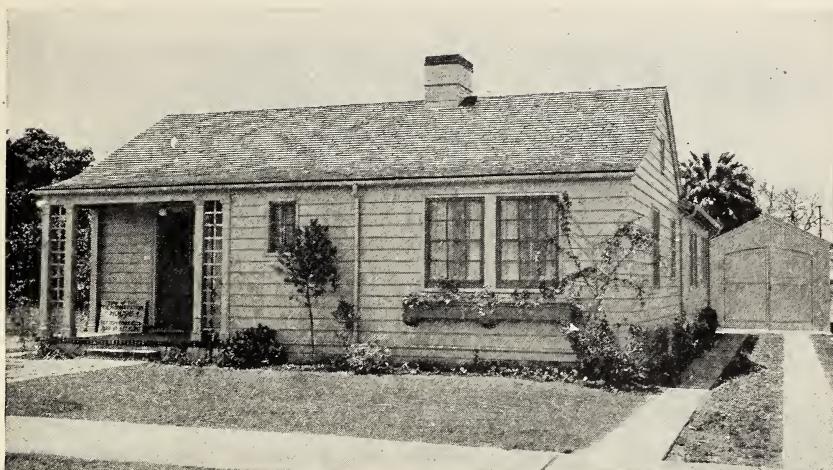
These purposes are accomplished through the efforts of local Better Homes Committees, with the advice and assistance of National Headquarters. The latter office serves also as a clearing house of sources of information on home problems; conducts research in the subject of home improvement; and seeks to coordinate the activities of national, state and local organizations which deal with any aspect of home life.

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The future history of America will be shaped in large measure by the character of its homes. Many forces have operated during the past generation to change our home life. Fears have been expressed as to the trend of American civilization. It may be said in general that if we continue to be a home loving people we shall have the strength of character that comes only from a wholesome family life, and our development will be sound and in the right direction. This means that our homes must be convenient and comfortable, that however modest they may be they must be places of beauty, that they must represent to individuals and families the center of their affections and loyalty, that they must provide daily training in wise planning, cooperation and the service of others.

---

The purpose of a Better Homes demonstration is thus to bring to the attention of the community all that modern methods and invention put at the service of home-makers of moderate means, to show the best that each community can do to promote and strengthen wholesome, normal, family life. The Better Homes demonstration should illustrate that which is believed to be basically good.



The six-room Demonstration House No. 1 at Santa Barbara, Calif., 1925. This house cost \$6,109 to build. The planting around the house adds a great deal to its appearance

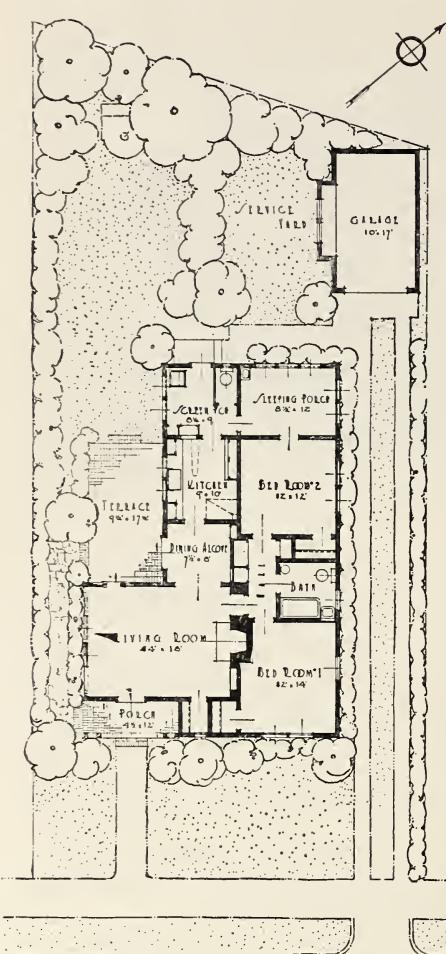
Therefore Better Homes committees are urged to secure, if possible, for demonstration during Better Homes Week, a house or houses, suitable for families with modest incomes, and to furnish these with furniture and equipment that is suitable, comfortable and economical. Builders, realtors or owners will be glad to lend houses for this purpose. But wherever possible the committee should plan and build a house of its own with the assistance of competent architects and other specialists. Such a house may be sold after the demonstration or may be donated to the community as a school practice house to serve as a permanent center of instruction in home-making for school children and their parents. An effective educational demonstration may also be made by remodeling and reconditioning one or more old houses, showing how at slight expense such dwellings may be rendered sanitary, safe, comfortable and attractive.

### III. WHY YOUR COMMUNITY SHOULD PARTICIPATE IN THIS CAMPAIGN

1. In your community, as in others throughout the country, there are families who wish to set up housekeeping, but who do not know how to go about the purchase or construction of a house. There are, also, families who are living in apartments or tenements who would like to have homes of their own. The Better Homes Campaign should provide them with the help which they need.

2. There may be premises which are unkempt or poorly planned. Your campaign can encourage the cleaning up of such premises, the improvement of grounds, and the planting of window-boxes, shrubs, flower-beds, and home gardens.

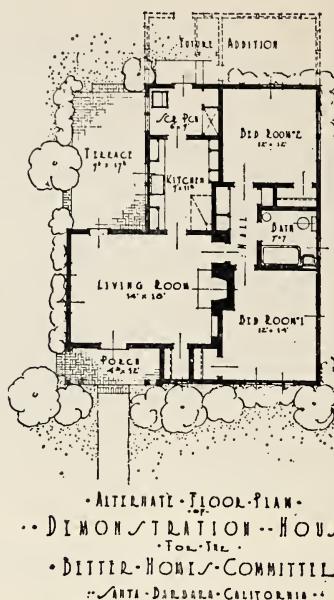
3. The new building in your community may be only for the well-to-do, or the houses constructed for other families may be needlessly unattractive



•• DEMONSTRATION-HOUSE.  
• TOL-TLE •  
• BETTER-HOMES-COMMITTEE •  
• SANTA BARBARA, CALIFORNIA •

Plan of Demonstration House No. 1, with landscaping design and garage, prepared for the Better Homes Committee at Santa Barbara, Calif., 1925. See alternative plan by the use of which about \$1,100 could be saved by the builder.

5. In your community there are probably many home-makers who are suffering from needless drudgery due to lack of knowledge of labor-saving devices or of the best ways of arranging furniture and utensils to facilitate housework. In cooperation with the home economics specialists of local schools and nearby colleges, County Home Demonstration Agents, and with Extension Departments of State Colleges, it should be possible to de-



Alternative floor plan of Demonstration House No. 1, built by the Santa Barbara Better Homes Committee, 1925. Compare with plan opposite of house as built. It will be noted that by leaving off sleeping-porch and dining-alcove, and changing somewhat the shape of the kitchen and screened porch, a considerably smaller house can be built, which will still be adequate. The addition can be put on at some later time if needed.

or poorly planned. Through Better Homes Demonstrations you can show the best types of house plans from which it is possible to build under present conditions for families in moderate circumstances.

4. There may be families in your community who believe that good taste and comfort in furnishings are possible only for the well-to-do. Through your demonstration it can be shown that beauty and comfort are consistent with economy in house-furnishing.

monstrate ways of reducing such burdens to a minimum, and of organizing and facilitating all departments of housework and home-making.

6. There may be families within your community that are suffering from unsanitary housing conditions or unwholesome living conditions. With the cooperation of local physicians, health agencies of state colleges, and national agencies for improved health and housing, it should be possible as a part of the campaign, to show the ways in which housing conditions can most readily be improved.

7. Even though most of the daughters of your community will eventually become home-makers, there may as yet be no adequate instruction in the public schools or elsewhere in home economics and the art of home-making, or such instruction may reach only a small portion of the girls in the community. The Better Homes Campaign, with the cooperation of Parent-Teachers' Associations and the school authorities, may stimulate extension of such instruction in the public schools where needed, and, where it appears advisable, may lead to the construction of a home economics cottage or a school practice house to provide training for household management and for home-making.

Instruction in home-making may be extended, also, through Girl Scouts, Camp Fire Girls, and similar organizations.

8. There may be inadequate knowledge of household management, budgeting, and household operations on the part of the adult population. The Better Homes Campaign may provide special instruction in these subjects, and, if necessary, may lead to the establishment of continuous instruction throughout the year, either in conjunction with the home economics teachers of public schools or in cooperation with the Extension Departments of local or State Colleges, the County Home Bureaus, or under the auspices of the local Better Homes Committee.

9. The population of your community may be growing rapidly, and there may be an actual shortage of houses at certain rentals. A survey of this condition in cooperation with the local chamber of commerce, manufacturers' association, or other local organization may lead to a definite program to cope with the situation, and to provide satisfactory new homes for the families which need them.

10. There may be in your community a large population of immigrants or of negroes, who because of limited education have not yet learned the ways of securing the best living conditions which are within their reach. Your demonstration may be made of particular value to such groups in the population through the work of special subcommittees. The best types of new and remodeled houses accessible to families in these groups may be shown, and helpful educational programs and demonstrations conducted, to show them how better homes may be secured and maintained.

11. There may be families in your community in which the finer joys of family life are unknown—families in which parents have forgotten how to play with their children—where good music is never shared by parents and children together—where there are no good books—where there is nothing in the family life which would induce the children to spend their

evenings at home—where there are no common enterprises of interest to all members of the family. The Better Homes Campaign can demonstrate the play activities that will be interesting alike to parents and their children; can show how to develop music and reading in the home; can provide suggested lists of reading for parents and children—the nucleus of the home library; can show how to develop a work shop and home crafts for the father and son, ways to construct the home playground, and the development of handicrafts and other forms of home art.

12. In your community, as in all others, attention is always needed upon the problem of character training in the home. Many of the fundamental lessons in character development can be taught more effectively in the home than they can in either of the other two chief institutions of character building—the church and the school. Since the son has quite generally ceased to be apprenticed to his father in industry, and since daughters now spend less time in household operations with their mothers than formerly, attention to such instruction has declined. Discussion of this fundamental problem may be needed as an essential part of your Better Homes program.

For the above reasons, Better Homes in America is organizing local committees in each of the cities, towns, villages, and rural communities of America to study problems of home life in their own communities and to develop programs which will meet the most urgent of local needs. The initiative and responsibility rest with the community, for the citizens of the



Attractive six-room house demonstrated by Better Homes Committee at Greenville, S. C. 1925. The advantage of good natural surroundings is well illustrated in this photograph. Note also how the architect has allowed for the slope of the ground. This house is stated to have cost \$3,500 to build.

community know best what their own problems are and how those problems can best be met.

The National Headquarters of Better Homes in America wishes to assist the local committees in every possible way to get access to the information which they need in meeting their local problems.

Secretary Hoover has stated:

"A great need is apparent for well-directed, concerted efforts to work out a solution from the point of view of the family with a small income, that has to make both ends meet.

"The cooperation of the citizens of each community in Better Homes Demonstrations has been found successful and agreed upon by leading organizations representing millions of men and women as a practical way of meeting this need, and of presenting the results of study to the public in a way that can readily be grasped. I therefore have no hesitation in urging such cooperation as an outstanding form of public service. From this movement there should develop steadiness of character, high ideals of family life, civic pride, and responsibility throughout our land."

#### IV. HOW TO ORGANIZE A LOCAL BETTER HOMES CAMPAIGN (A section for Better Homes chairmen)

Assuming that you have accepted the chairmanship of the Better Homes Committee for your community, we outline below the procedure suggested to you in organizing your campaign. There are, of course, chairmen in hundreds of other communities throughout the United States. Because of the widely different sizes and kinds of communities, this outline is necessarily general. Local circumstances will cause you to vary it in detail. It is thought, however, that the suggestions will be useful to you, and it is hoped that you will be able to follow them to a considerable extent.

##### STEPS TO BE TAKEN BY LOCAL CHARMEN

Note.—The outline below applies particularly to campaigns in cities and towns; if you live in a village or a rural district, you will find the section on page 32 of more interest and value.

1. Choose and appoint a Better Homes Committee to carry on the work of the campaign. The men and women you appoint ought to have a public-spirited interest in the welfare of your community and should be willing to work throughout the campaign. These committee members may serve as chairmen and workers on subcommittees charged with certain duties. The general committee should be representative of the whole community, and members of as many civic, social, and educational bodies as possible should be invited to serve.

2. If your community is a large one, you will probably find helpful the services of an Assistant Chairman, or General Manager, one of whose duties it will be to help you attend to the details of the campaign. The Secretary of your local Chamber of Commerce or Board of Trade may be an excellent person for this position. In this connection it is emphasized that the support and active cooperation of the Chamber of Commerce and similar bodies is very desirable. Its responsible leaders should be ap-

proached at the very beginning of the campaign and acquainted with the value to the whole community of a strictly educational and non-commercial Better Homes demonstration. The heads of various women's clubs and all other civic organizations and clubs should also be invited to support the campaign.

3. **Appoint subcommittees.** The number of these committees and their duties will vary according to the size and nature of communities. The following list of subcommittees may be useful in organizing a campaign in a city:

Publicity	Equipment and Furnishing
Programs	Finance
Demonstration Home	Reception

Detailed suggestions as to the work of these committees will be found on pages 15 to 25.

4. **The support of officials and leaders in the community,** the pressure of whose duties makes it impossible for them to work actively on your general committee, will be useful to you and may be secured by appointing them as members of an Advisory Council. The Mayor or City Manager will usually be a proper person to head such a body. If your community has local chapters or branches of any of the National organizations listed on the inside of the front cover of this booklet, the officers of such branches will be suitable members of the Advisory Council. Besides acting in an advisory capacity, this Council can be looked to for speakers on your Better Homes programs.

5. **A record of all activities should be kept,** perhaps by the Assistant Chairman or by the Publicity Committee; this record ought to be supplemented, as the campaign progresses, by clippings of all newspaper articles which appear.

6. Immediately after the campaign you should report in full to National Headquarters, using a questionnaire which will be supplied for that purpose. (The form of questionnaire is printed in the appendix of this Guidebook, page 68.)

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The Better Homes movement is **educational.** It is a civic undertaking. The aim of a local committee, therefore, ought to be to make the effect of its campaign as widespread as possible, and to draw its strength from every possible resource in the community. Cooperation should be the keynote of the whole project.

It should be borne in mind by chairmen, and by them transmitted to the public, that the campaign is entirely non-commercial; that it seeks to forward the interests, not of any group, but of the whole community.

In this connection, you are advised that if a commercial exposition under a name resembling Better Homes, or for the purpose of interesting the public in home ownership, or to promote the sale of building materials, real estate, or household equipment, has been recently held in your town, that fact should not discourage you from undertaking a Better Homes in America campaign. If such an undertaking has been well received by the

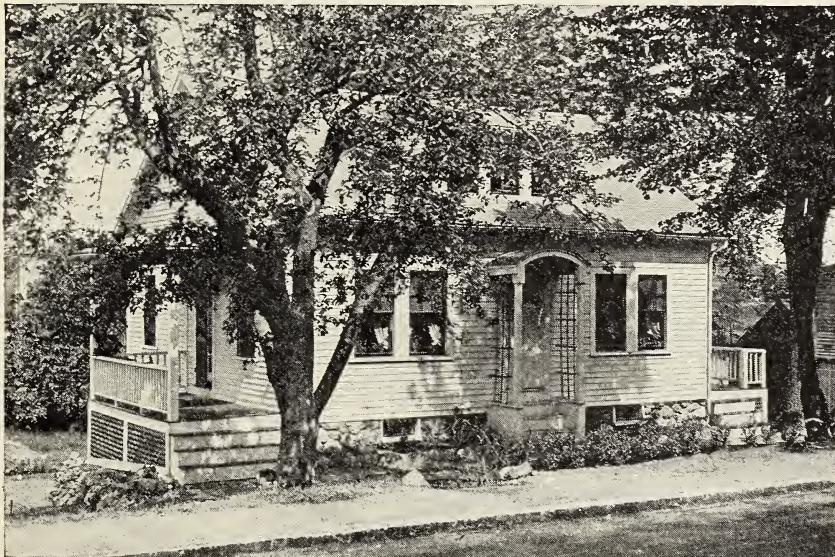
people, this is proof of their interest in the subject of home improvement, and you may be confident that they will be even more ready to receive the advantages of, and give their support to, your work for public education in home improvement.

You will find the schools, churches, clubs, and merchants generally very willing and eager to cooperate with you in your campaign. The schools ought to participate, because in them our future home-makers are being trained. The press will keep the idea before the public, emphasizing the value of better homes and wholesome home life to the nation. The merchants will help, both because Better Homes mean a more prosperous community and because modern business is interested in service. Churches and other organizations will help because of their desire to serve the public, for few worthier objects can be found than the betterment of the American home.

#### V. THE WORK OF THE SUBCOMMITTEES

The various phases of the work of the campaign, as undertaken by the subcommittees, will proceed simultaneously. It should be borne in mind, when reading this section, that the fact that one subcommittee's work is discussed before that of another does not indicate that its activities should begin earlier. The whole work of the campaign should begin as soon as organization of your committee is completed.

For convenience, the phases of the work are here presented in six departments, as being assigned to so many subcommittees. The circumstances in your community may make it advisable to organize in some



Cottage in delightful setting demonstrated by Better Homes Committee at Acton, Mass., 1925

other way, but the work here suggested ought to be accomplished in any extensive campaign, and it is hoped that this form of outline will be helpful.

### 1. THE PUBLICITY COMMITTEE

If possible, the chairman of this subcommittee should be one who has had experience in dealing with newspapers. The purpose of this Committee is to keep the campaign before the public. Every man, woman, and child in your community should know that a movement for Better Homes in America is in progress, and that your community is taking part.

From the beginning of the campaign, stories will be prepared at National Headquarters and sent to the newspapers in every town in which there is a chairman who has accepted her appointment and has begun plans for a local campaign. (It will be helpful if, when accepting, you supply National Headquarters with the names of your local papers.) The first of these stories will contain the announcement that you have accepted your appointment and will outline the purpose and history of the Better Homes movement. Subsequent articles will deal with the progress of the campaign throughout the country.

The Committee can secure material for newspapers from the publications of National Headquarters and prepare articles which will enlighten the public as to the broader aspects of the movement. Other articles should set forth interesting bits of news on the local organization and its plans for the campaign. It has been the general experience of local committees that newspapers are glad to devote space to Better Homes material.

It is an invariable rule that no advertising shall be permitted on the premises of the Demonstration House. By applying this rule, the home-like appearance of the Demonstration will be preserved, and the Committee will make clear the educational, non-commercial character of the campaign.

This Committee may also arrange for special speakers to deliver addresses to clubs, luncheon groups, schools, and churches. Radio broadcasting programs can also be arranged if the services of competent specialists in home economics, architecture, and the like can be secured.

It should be the duty of this Committee to make a scrap-book of clippings of all news stories, pictures, and editorials, and of advertisements specifically mentioning Better Homes Week, which appear throughout the campaign. This will be a valuable record, not only to the General Committee, but also to National Headquarters, when the final report on the local campaign is submitted.

Posters, buttons, and highway signs are effective means to publicity. This Committee may be charged to arrange for these. In the past, very effective posters and signs have been designed and made by school children, either in their art classes at school or through a poster contest. A limited number of posters can also be supplied at cost to committees by National Headquarters.

There is a charge of 10 cents each for these. Small "Better Homes" buttons are also supplied by National Headquarters at 2 cents each.

For more detailed suggestions for publicity in a local Better Homes campaign, and for a suggested program for Better Homes Week, see page 66

### 2. THE COMMITTEE ON PROGRAMS

The programs arranged by this Committee will comprise lectures, moving pictures, demonstrations, exhibits, contests, and such other features as the committee wishes to include.

#### (a) Lectures

Lectures should be arranged before regular or special meetings of clubs and other bodies, and before public Better Homes meetings.

Members of your Advisory Council may be asked to speak, as well as educational experts in home economics, architects, builders, interior decorators, landscape architects, bankers, or representatives of building and loan associations.

National Headquarters has prepared lectures to accompany stereopticon slides illustrating the 1924 and 1925 Better Homes campaigns. Either one of these lectures,

with a set of slides, may be rented for \$3.00. It is understood that the renter will pay express or postal charges for returning the slides to Washington.

National Headquarters will prepare other slide lectures on home furnishings and on home architecture, which can be secured on similar terms.

Below is a list of lecture titles suggested to Program Committees.

Architecture and Construction of the Small Home	Household Budget and Home Management
Beautifying the Home Grounds	How Better Homes Help Build a Community
Better Books in the Home	How to Furnish the Small Home in an Inexpensive and Tasteful Manner
Better Health in the Home	How to Make the Most of a Back Yard
Better Music in the Home	Labor-saving Equipment for the House to Avoid Drudgery in Housework
Better Partnership between School and Home	The Model Kitchen and Laundry
The Boys' Workshop in the Home	The Planning of the Small Home
Character Building in the Home	Planning the Grounds and the Home Garden
Child Care	Planning the Nursery
The Children's Corner in the Home	Playtime in the Home
Economics in the Home Building	Saving with a Budget
Financing the Small Home	The Spiritual Significance of the Home
Fire Prevention and Protection	Training of Future Home-makers
Home Music	
Home Play	

### (b) Moving Pictures

There are certain moving picture films of interest to communities having Better Homes Campaigns.

The following films may be secured from Fred W. Perkins, Assistant in Charge of Motion Pictures, Division of Publications, U. S. Department of Agriculture, Washington, D. C.

- "Poor Mrs. Jones." This is, perhaps, the most satisfactory film in this list for the purpose of Better Homes Committees, particularly for those in rural districts.
- "The Happier Way" (labor-saving devices). Also very satisfactory.
- "Home Gardening"
- "Helping Negroes to Become Better Farmers and Homemakers"
- "The Home Demonstration Agent"

These films are furnished free, the borrowers paying all transportation charges.

The General Federation of Women's Clubs supplies a film prepared under their supervision, showing the "Home Sweet Home" house, a replica of John Howard Payne's old home which inspired the writing of the old song. It shows also the participation of President Harding and others in the Better Homes Campaign of 1923. Requests for this film, which is supplied free to borrowers on the understanding that they will pay transportation charges, should be addressed to the General Federation of Women's Clubs, 1734 N Street, N. W., Washington, D. C.

### (c) Demonstrations

The Committee on Programs may arrange very effective educational demonstrations of labor-saving devices, cooking and baking, table-setting, and other household activities, home craft, home play, and home music.

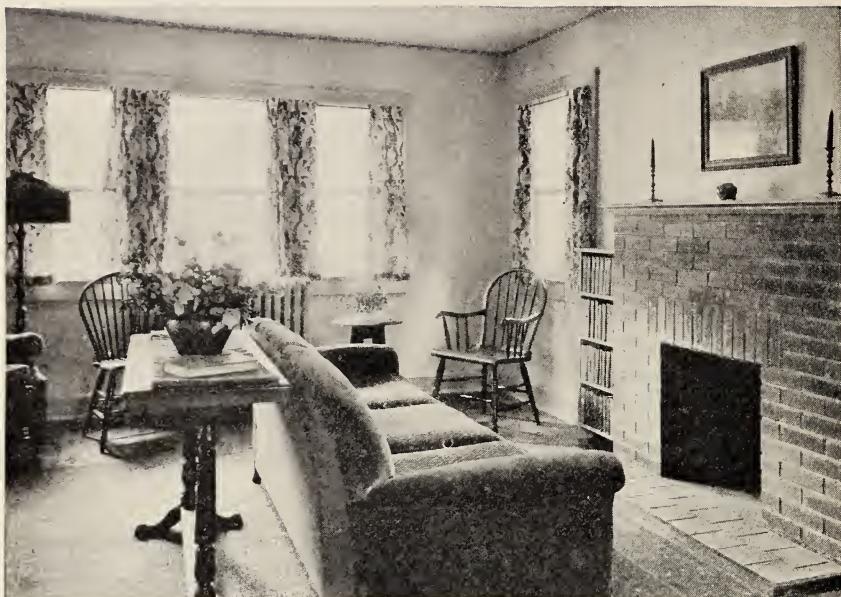
Publication No. 6 of Better Homes in America, "Home Music and Home Play," contains lists of books on play and recreation, the rules and ways of playing various games, and suggestions on home play demonstrations. It will be useful to this Committee also in planning programs of home music.

A practical demonstration of a story hour or home recreation for small children may be made under the direction of the city recreation department, a community service worker, or a mother.

Boys' games in the yard and boys' games in the house may be demonstrated under the leadership of a recreation leader, Y. M. C. A. worker, high school athletic director, a father, or other qualified man.

### (d) Exhibits

Exhibits of the school-work of pupils in the home economics, household decoration, and manual training departments of the schools will be of interest to the whole community, and will also give school children a definite objective toward which to direct



*Courtesy of the U. S. Department of Agriculture*

Living-room in six-room house demonstrated by the Home Economics Association of Washington, D. C., for the Better Homes Campaign of 1925. The total cost of furnishing this room was \$368.50.

their work in connection with the campaign. Various health agencies of the community can also make effective exhibits. Exhibits of architecture and construction and of home crafts and of miniature houses will be interesting. The younger school children may exhibit a sand-table, showing the history of the development of American homes.

#### (e) Contests

Contests are excellent things to arouse the interest and enthusiasm of a community. The Committee on Programs will do well to arrange several, designed to include as many groups in the community as possible, children and adults as well.

Contests are particularly effective in the schools, if they fit in properly with the regular curriculum. If contests in the schools are planned it is advised that the school principals and members of the school board be consulted at the beginning of the campaign, so that their approval may be secured.

A contest may take the form of a debate or symposium. Some subjects discussed in the 1925 campaign are as follows: "The American Home: Is Anything Wrong with It?"; "Resolved: That the Delinquency of the Youth of Today is Due to Conditions in the Home"; "Resolved: That American Home Life is Improving."

In past campaigns successful contests have been held to discover, and award prizes for the best local example of kitchens, living-rooms, home-gardens (or improvement in these), landscaping, interior decoration, built-in features, tree-planting, potted house plants, home-made furniture, or general home improvement; or for the best list of home songs, or of books for the home library, the best small house designs and plans, the best essay on some subject relating to the home, or the best plan for furnishing a room within a given cost.

Simple prizes for winners in these competitions can be offered by the Better Homes Committee.

#### (f) Other Campaign Features

The following suggestions are for committees planning to conduct extensive campaigns. Committees in small towns or rural districts may find it difficult to undertake so many activities, but it is hoped that some of these suggestions will be useful even in the smallest communities.



"The Little House on Wheels" built in Honolulu to be taken to various communities as an educational exhibit for native families. It was demonstrated in many places during Better Homes Week, and excited the greatest interest among the Hawaiians, the Chinese and the Japanese families inhabiting the island.

#### Observance of Days

The Sunday opening or following Better Homes Week, April 25 or May 2, may be observed as Better Homes Sunday, with special services in the churches and sermons relating to the campaign and various aspects of home improvement and home-life. Arbor Day, although usually falling earlier in the year than Better Homes Week, might be observed by the Committee by the planting of trees and shrubs on the grounds of the house to be used for demonstration purposes, if such a house has been secured. Garden Week may be observed in the same way or by planting home vegetable- and flower-gardens, and by landscaping improvements.

#### May Day—Child Health Day

Better Homes Week ends on May Day, which is observed as Child Health Day in communities all over the country. The observance of the day is under the auspices of the American Child Health Association. Secretary Hoover is President of that Association, as well as of Better Homes in America, and in commenting on its work he has written, "with bodily health almost surely goes the natural selection of healthy associations, moral and spiritual as well as physical. Also, with such health, and just as naturally, goes an aptitude to receive the right instruction easily; to be kind; to regard the rights of others; that is, to make good citizens."

Local committees are urged to cooperate with representatives of the American Child Health Association, securing their support in the Better Homes program, and setting May Day apart for special observance. Health is an essential factor in happy home life. The observance planned by the American Child Health Association will emphasize its importance, show how it can be maintained, and enlighten the public as to the agencies in the community which are ready to assist families in keeping their children well.

The leaders of the Child Health movement are in accord with the aims of Better Homes in America, and have heartily approved the suggestion that May Day be observed by our Better Homes Committees with special emphasis upon child health and child welfare and the problem of child training in the home. (Further suggestions will be sent to chairmen on the observance of May Day.)

#### Plays or Pageants

In past years, numerous committees have reported the presentation of a play or pageant in connection with the Better Homes demonstration.



Nursery in House No. 1, Atlanta, Ga., 1925. The cost of furnishing this room was \$148.35

#### Rural Participation

Better Homes Committees in large communities have made a special effort to interest the neighboring rural population in the campaign. With the cooperation of County Home Demonstration Agents, special demonstrations for country people have been held.

#### Books

With the assistance of the local library a good deal of interest can be focused upon collecting and reading good books in the home. If there is a demonstration house it should be equipped with a good home library. The public schools or the public library will cooperate in preparing such a list, and the public library will ordinarily lend the books to be placed in the demonstration home during Better Homes Week.

The public library might also reserve a shelf filled with books and magazines on home architecture, gardening, furnishing, and the financing of home-building.

A contest may be held to submit the best list of twenty-five or fifty books to form a nucleus for a home library.

Lectures might be given, on "Influence of Books in the Home," "Better Reading Matter for the Home," "Better Periodicals for the Home," "The Social Value of Books," and "Books and Magazines for Children."

In rural demonstrations, a special feature ought certainly to be made of books and magazines. If the county or district has not a traveling library, a Better Homes Campaign would offer an excellent opportunity to establish one. The head of the Library Commission of your State can furnish information regarding this.

#### Music

A program of home music is a valuable part of a Better Homes demonstration. Concerts of the best home songs—which all members of a family will enjoy singing together—are a most worth-while feature in such a program.

The assistance of music clubs and dealers in musical instruments can readily be enlisted for this purpose.

If you have a demonstration home, there should be a piano or phonograph in it. If you are planning your house, the Demonstration Home Committee should have a plan for the location of the piano in mind.

A contest may be held to submit the best list of twenty-five or fifty piano compositions, songs, phonograph records, and piano player rolls for the home.



Sleeping-porch, Demonstration House No. 1, Santa Barbara, Calif. Although this is called a sleeping-porch, and is quite open to the air, it is plastered and is not equipped with porch furniture; it has the qualities of a permanent room. Note the canvas curtains on automatic rollers.

#### **Study Course**

A study course may be arranged consisting of a series of lectures or discussions to be held in the community, either during Better Homes Week or during the weeks preceding, on the following phases of Better Homes work:

1. Thrift for Home Ownership. Financing. The Budget.
2. Construction of the House. Architecture. House Planning, and Location.
3. Landscaping and Gardening.
4. Equipment. Sanitation. Heating.
5. Furnishing and Decorating.
6. Management. Food Preparation. Budgeting Household Expenditure.
7. Recreation in the Home. Library. Music.
8. Home Economics Demonstrations.
9. The Need for the Better Homes Movement.

#### **Home-Builders' Clinic**

A Home-builders' Clinic is an excellent feature, and one which will be effective in any demonstration. Such a Clinic is held by a committee comprising a representative of a bank, a representative of a building and loan association, a representative of the Real Estate Board, with a comprehensive list of houses for sale, a member of the City Plan Commission with a map of vacant lots, an architect, a builder, a landscape or garden specialist, a teacher of home economics, and perhaps other persons familiar with the problems of financing and building a house. This Committee should be ready to answer questions of families which contemplate building or buying a home. Budget specialists may be secured also to advise families in keeping their accounts and planning their expenditures. It is well to have several complete shifts to work on this Committee, so that the Clinic may be kept open for a long period each day of Better Homes Week without imposing too great a burden on any individuals. The members comprising this Committee will, of course, give advice free and without serving any selfish interest.

#### **3. THE DEMONSTRATION HOME COMMITTEE**

The General Chairman of the local Better Homes Committee may be the chairman of this subcommittee, or may appoint someone else. Its membership should be very



Demonstration House No. 1, Atlanta, Ga., 1925. This house of six rooms cost \$6,750 to build. Erected from plan No. 6-A-17 of the Architects' Small House Service Bureau

carefully chosen, and may properly include, among others, a competent architect and a landscape architect.

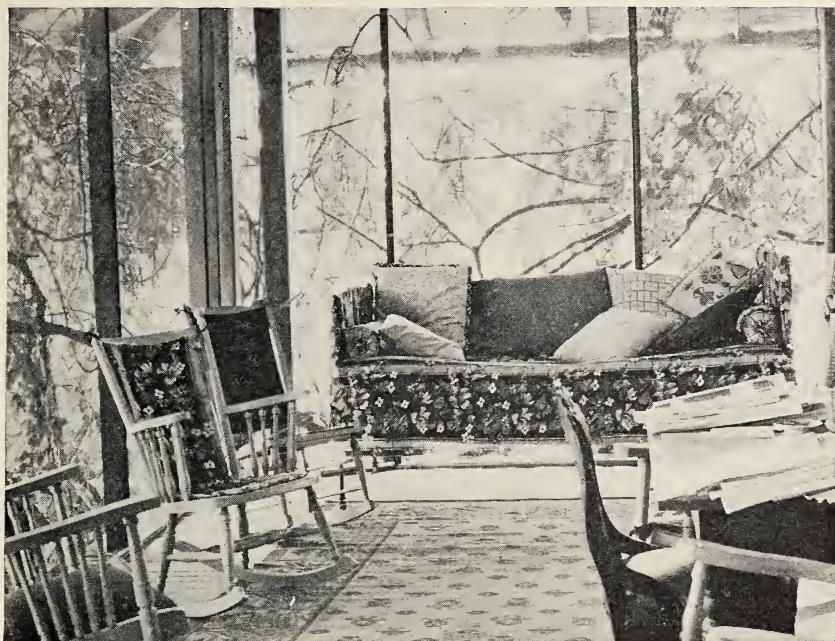
The house to be demonstrated may be (1) a new house planned by the Committee and built expressly for the demonstration, (2) a new house borrowed from the builder or owner, (3) an old house remodeled. For examples of demonstration houses borrowed, planned, and built by the committee, and remodelled, see pages 41 to 64, containing the story of the 1925 and 1924 campaigns, particularly the sections on campaigns at Atlanta, Santa Barbara, Danville, Kentucky, and Albemarle County, Virginia.

A demonstration of unusual value to a community is a **school practice house**—a permanent demonstration home owned by the school department and used by home economics teachers to give continuous practice instruction in household management and the art of home-making. If the schools of your community are fortunate enough to have one it may be used; if not, the Committee should try to interest the school authorities in building one, following the example of Port Huron in the 1925 campaign. (See page 50.)

It has been the universal experience of Better Homes committees throughout the country that builders and realtors have been willing and ready to lend houses for demonstration purposes. New private homes may also sometimes be borrowed before occupancy. The house borrowed should be selected because it is better in its architecture and construction than the prevailing types of houses in the community. It should also be of a type which would be within the reach of families of average income or less.

Old houses can also be reconditioned at slight cost, and such a demonstration is very valuable. On page 64 is an account reprinted from last year's Guidebook of the demonstration in Albemarle County, Virginia, in 1924.

If the house is built for the campaign, the cost of building and of the lot can be



The attractive porch of house demonstrated at Carlsbad, N. Mex., 1925

cleared by selling the property after the demonstration. The house and the land, together, should not cost more than \$10,000, and preferably should cost between \$2,000 and \$6,000, for the group in our population most in need of better homes is made up of families with incomes of from \$1,000 to \$3,000 a year. It should be well built and large enough to accommodate a family of five.

The Committee should insure the house against fire and theft, and take the precaution of securing police protection.

This Committee ought likewise to see to the planting and decoration of the grounds. Often it is advantageous to do the planting on Arbor Day or during Garden Week, in cooperation with local schools and clubs.

The house should be so located that it will be readily accessible by ordinary transportation facilities.

No advertising should be permitted on the premises.

#### 4. THE COMMITTEE ON EQUIPMENT AND FURNISHING

The furnishings and equipment of the house can be borrowed readily from local dealers. The local electric and gas companies will usually be glad to supply service free, so that demonstrations of modern conveniences may be made.

The home economics department of the local schools may well cooperate in decorating the home; schemes for furnishing and decorating various rooms can be incorporated into the regular school work.

For further suggestions as to furnishing and equipment, the Committee should consult Publication No. 3 of Better Homes in America: "How to Furnish the Small Home."

The names of cooperating firms and the price of furnishings should not be posted, either on the furniture or on the premises. Proper acknowledgment can be made in the press. It can also be made to good advantage by issuing a booklet in which are listed all the articles of furniture and equipment used in the demonstration house, room by room, together with their cost. The efficient Better Homes Committee of Atlanta, Ga., has issued such a booklet in 1924 and 1925. Not only is it a fitting way to acknowledge the cooperation of business firms, but also it is an excellent method of demonstrating to the public the cost of furnishing a tasteful and comfortable home. Copies of this booklet can be supplied to local Better Homes Committees by National Headquarters.

### 5. THE FINANCE COMMITTEE

The duty of this subcommittee will be to raise money to pay the expenses of the campaign. A banker or other competent business man is sometimes chosen in the larger cities to serve as chairman. Since it will be found possible in most demonstrations to borrow houses, equipment, and so forth, expenses need not be high. In 1925, of 270 committees making definite reports on campaign costs,

30 reported costs of \$5 and under 25 reported costs from \$5.01 to \$10 34 reported costs from \$10.01 to \$25 27 reported costs from \$25.01 to \$50 <hr/> 116	115 reported no money had to be raised  <hr/> 116 reported costs of \$50 and under  <hr/> 23 reported costs from \$50.01 to \$100  <hr/> 16 reported costs over \$100
14 reported costs of \$50.01 to \$75 9 reported costs of \$75.01 to \$100 <hr/> 23	
6 reported costs of \$100.01 to \$150 3 reported costs of \$150.01 to \$200 7 reported costs of over \$200 <hr/> 16	

No general rule can be given as to the methods of raising money to defray campaign expenses, but below are lists compiled from reports of 1925 committees of methods which have been found successful. These may be of use to Finance Committees in future campaigns.

#### Money was donated by:

Banks	Kiwanis Club
Chamber of Commerce	Knights of Columbus
Chamber of Commerce Auxiliary	League of Women Voters
City Federation of Women's Clubs	Masons
City Council	Merchants
Civic Club	Mill Company
Community Arts Association	Newspapers
Commercial Club	Parent-Teachers' Association
D. A. R.	Real Estate Board
Electrical Association	Rotary Club
Exchange Club	Study Club
Home Demonstration Club	Women's Bureau of Chamber of Commerce
Housewives' League	Women's Clubs
Improvement Association	W. C. T. U.
Individual Subscriptions	Y. M. C. A.
Junior Chamber of Commerce	Y. W. C. A.

#### Money was raised from the receipts of:

Fairs	Plays
Flower shows	Sales of rugs, food, etc.
Moving pictures at schools and elsewhere	

An additional function of the Finance Committee may be the preparation of typical family budgets for different income groups. Teachers of home economics and County Home Demonstration Agents should assist if such budgets are prepared. If a house is to be demonstrated, a budget may be drawn up for the type of family which would be likely to occupy it. The annual income of this family may be set at 50 per cent of the cost of the house and lot, and a scheme for financing the building or buying of the house should be based on such income. An excellent way of educating the public in scientific home management is to publish such budgets in leaflets to be distributed at the Demonstration House and at all Better Homes meetings, in schools, and clubs. Such a leaflet may be incorporated in the booklet prepared by the Committee on Furnishings, containing lists of furnishings in the Demonstration House. The budgets prepared ought to be for families in different income groups up to \$5,000 a year.

The Finance Committee may make an important part of their work the encouragement in the community of thrift for home ownership. They may find it possible to conduct a campaign of saving in conjunction with the local building and loan associations and savings institutions, or to promote the establishment of new building and loan associations, if needed, or of second mortgage companies with limited dividends.

#### 6. THE COMMITTEE ON RECEPTION

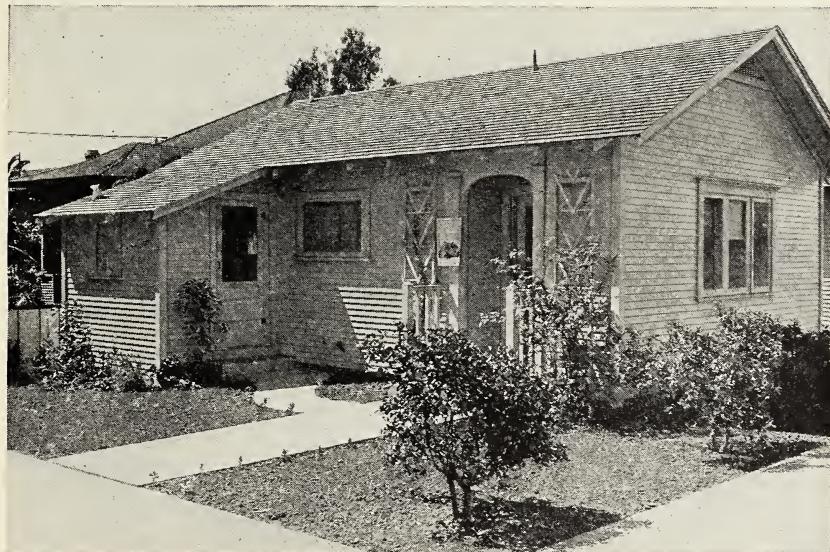
The major duty of the Committee on Reception is to provide a hostess for each room of the Demonstration House for every afternoon and evening of Better Homes Week. The members of this Committee are usually supplied by the local women's clubs. The chief qualification for hostesses is that they should know all the facts regarding the demonstration and be able to explain them clearly to visitors. Instruction cards for each hostess have been found useful. A form for such cards will be found on page 71. This committee should keep a record of attendance at the Demonstration Home.

### VI. HOW THE CHURCHES CAN ASSIST IN BETTER HOMES CAMPAIGNS

The churches and the clergy will be found ready and willing to support the Better Homes movement. They should have representatives on the Advisory Council, and, if they approve, sermons may be preached on "The Spiritual Significance of the Home," "Character Building in the Home," or other appropriate subjects, on the Sunday preceding or following Better Homes Week. Announcements concerning the campaign may be made from the pulpits.

Where there are Demonstration Homes it is suggested that they may be opened at the beginning of Better Homes Week with appropriate religious ceremonies.

Ministerial associations, or like bodies, may help local campaigns by officially endorsing them. A form of such endorsement will be found on page 70.



Exterior of three-room Demonstration House No. 2, Santa Barbara, Calif. The cost of this attractive little home was \$1,544.90. The total cost of furnishing it was \$394.67. The lot is small but most attractively planted. Contrast the charm of this home with the un-homelike aspect of a three-room apartment. This house is within the reach of the wage-earner's family.

## VII. THE SCHOOLS AND BETTER HOMES CAMPAIGNS

Since the whole Better Homes Campaign is an educational undertaking, it is particularly important that the schools cooperate. Chairmen have found in the past that schools are increasingly occupied with outside projects; it is therefore desirable that at the very beginning of the campaign the interest and support of the school board, the superintendent of schools, the Parent-Teachers' Association, and all others interested in public education, be secured.

The school authorities are, of course, aware of the importance of the Better Homes movement to the children of the community and will permit a certain amount of the regular school work to be directed toward a study of home improvement in its various aspects wherever such study fits in to advantage with regular school work.

The chairmen ought to find strong allies in the teachers of home economics. The Home Economics Departments are constantly working for Better Homes. They will, no doubt, be glad to receive suggestions from



School Practice House planned and demonstrated by students of the civics classes, Washington Junior High School, Port Huron, Mich., 1925. The school boys and girls had charge of the Better Homes Campaign in Port Huron. The cost of building this house was \$4,812.

the Committee as to ways of cooperation and to assist in organizing contests, in furnishing the home, in conducting demonstrations of home decoration, and so forth, and in other ways to contribute from their special knowledge and training to the educational program of the Better Homes Campaign.

#### SCHOOL PRACTICE HOUSES

The movement to provide schools with practice houses for the use of classes in household management or home economics is rapidly spreading throughout the country. Such houses afford examples of what a home can be, and give to students the opportunity to see the various activities in a real home which cannot be duplicated in a laboratory, no matter how well equipped. In such houses, students who, perhaps, have never known what it is to live in a modern, well-equipped house, can acquire, by actual experience, knowledge of construction, arrangement, decoration, the use of modern labor-saving equipment; and can learn how a home is financed and managed. A practice house, because it is more real than a laboratory demonstration, is a constant inspiration to apply at home the lessons learned in it.

Where such houses have been used by schools, they have been found to be of great value. In communities where the public schools have no practice house, it may be desirable and possible for the Better Homes Committee to interest the school board in the project of building or securing one, and use this house as the center of the demonstration. It might be possible, in some cases, to interest a group of public-spirited citizens to the extent of raising funds for the purpose of erecting or buying a practice house to be given to the schools.

The Better Homes Campaign at Port Huron, Mich., in 1923, which was conducted entirely by the children of the civics classes of a junior high school, is described in "Civic Effectiveness," Publication No. 2 of Better Homes in America. In 1925 another notable Better Homes campaign was conducted under the leadership of the same chairman, Miss Elizabeth Carlisle, head of the Civics Department of the Washington Junior High School. In both of these campaigns all the active work was done by pupils, as a comprehensive educational project. The house built and demonstrated in 1925 will be used as a permanent practice house by classes in home-making. (A description of the 1925 demonstration will be found on page 50.)

At St. Helena Island, S. C., a school practice house was built, furnished, and demonstrated as part of the Better Homes Campaign of 1924 by pupils in the Penn Normal Industrial and Agricultural School, one of the oldest schools for negroes in the South. An account of this demonstration, reprinted from the 1925 Guidebook, will be found on page 63.

In communities which already have a school practice house, it is usually advantageous to use it as one of the demonstration houses for Better Homes Week. This will generally prove a very satisfactory form of school or university extension for adult education and will also serve to acquaint parents with the public school resources for training in household management and in the art of home-making.

### HOUSES BUILT BY VOCATIONAL CLASSES

In some localities houses have been actually built by school boys and furnished by girls. The construction of a house, even though it is not to be used as a practice house, is an excellent project for students in vocational classes and students of home economics. Houses built by school children were demonstrated in 1925 at Stockton, Calif., Greencastle, Ind., and Utica, N. Y.

### DETAILED SUGGESTIONS ON SCHOOL PARTICIPATION

It may be helpful to discuss somewhat in detail the ways in which schools can take part in a Better Homes Campaign, aside from building or demonstrating a school practice house.

Clearly, the department of school work which would be most intimately interested in the Better Homes Campaign is the Department of Home Economics, and it is repeated that the cooperation of teachers in this subject should be sought early in the campaign. The classes under their direction might give public demonstrations of cooking, sewing, decorating, making curtains and chair-covers, and display budgets and charts dealing with the subject of home management, prepared as part of the school work. Special problems having direct relation to the local demonstration may be set for home economics classes. For example, pupils may be given the task of planning, arranging, and decorating certain rooms in the demonstration house, and of figuring out the proper costs of furnishings for each room.

The example of the Civics Department in the schools of Port Huron, referred to above, illustrates what similar departments in other schools can do to bring the Better Homes Campaign within the interest of school children.

Where a home demonstration is taken up as laboratory work, or even where the Better Homes Campaign is simply made a subject of special and intensive discussion by civics classes, the local study would cover with special emphasis the city-planning and zoning laws, the housing, building, and plumbing codes, the fire limits, the regulation of transportation as they affect the location and construction of the home and as they affect the welfare of the occupants. The essence of training for civic effectiveness is, however, the development of the habit of cooperating in programs of value to all. The Better Homes Campaign provides abundant opportunity for such training.

The relation of the work of other departments to a Better Homes Campaign is perhaps not so direct nor so clearly seen as in the foregoing. Many other classes, however, can undertake special study bearing on the Better Homes Campaign which will increase the value of the Better Homes movement to the community and give special interest to the work of those classes.

For example, students of physics can give attention to the heating, lighting, and sanitation of the home, and to various electrical appliances. The Department of Manual Training may make furniture or, in some instances, actually build the Demonstration Home. Interesting exhibits can

be made of the work of students in this department. Students of **mechanical drawing** and **free-hand drawing** may make special studies of architecture, house-plans, and furniture design, perhaps conducting a contest to be followed by an exhibit of their work; and may supply posters and signs for the use of the Better Homes Committee.

The **English Department** may devote its attention to conducting an essay contest on the subject of home improvement, and consider lists of good books to form the nucleus of a home library, possibly conducting a contest to make the best list of this kind.

**Geography** classes among the younger children can be made of special interest during the Better Homes Campaign by studying the home life of other parts of the world, and the sources of material used in the construction of a house and in daily home activities.

**Home sanitation** and **home nursing** may be given special attention by classes in **physiology** or in **hygiene**.

The youngest school children can be interested through the project of building and furnishing play-houses, or the construction of model villages on a sand-table.

Children and parents can be made to see the fun and value of home play by the **director of recreation**, who can teach them new games to be played indoors or outdoors, and can arouse new interest in old ones.

### VIII. BUSINESS ASSOCIATIONS AND BETTER HOMES CAMPAIGNS

Although a Better Homes Campaign should not be in any sense commercial, every effort should be made by the Committee to interest various business organizations and enlist their cooperation. As individual citizens, the business men of the city will be glad to support a civic undertaking of such value to the whole community.

There are usually many organizations of men with common commercial or industrial interests in a town of any size. Some of these are listed below.

Advertisers' Club	Industrial Relations Association
Board of Trade	Kiwanis Club
Building and Loan Association	Lions Club
Business Men's Association	Manufacturers' Association
Central Labor Union	Publicity Club
Chamber of Commerce	Real Estate Board
Civitan Club	Retail Merchants' Association
Employers' Association	Rotary Club
Exchange Club	Underwriters' Association
Housing Association	

One of the first acts of a chairman in organizing the Committee and Advisory Council should be to call on the officers of these and similar bodies and secure assurances of support for the campaign. Many may be asked to serve as committeemen or members of the Advisory Council.

The endorsement of the Chamber of Commerce or Board of Trade should be sought, as they will generally welcome an opportunity to participate in this form of public service. Nearly all the commercial interests will cooperate disinterestedly in view of such endorsement.



House at Danville, Ky., reconditioned and demonstrated as a Better Home by the Better Homes Committee. See opposite page for view of house after reconditioning

Through this body and the Real Estate Board it may be possible to secure a house to demonstrate.

There is not space to indicate just what cooperation can be secured from each of the above organizations—their names give a suggestion as to this, but a word about one or two of them may be helpful.

The Advertising and Publicity Clubs can help with the publicity for the campaign.

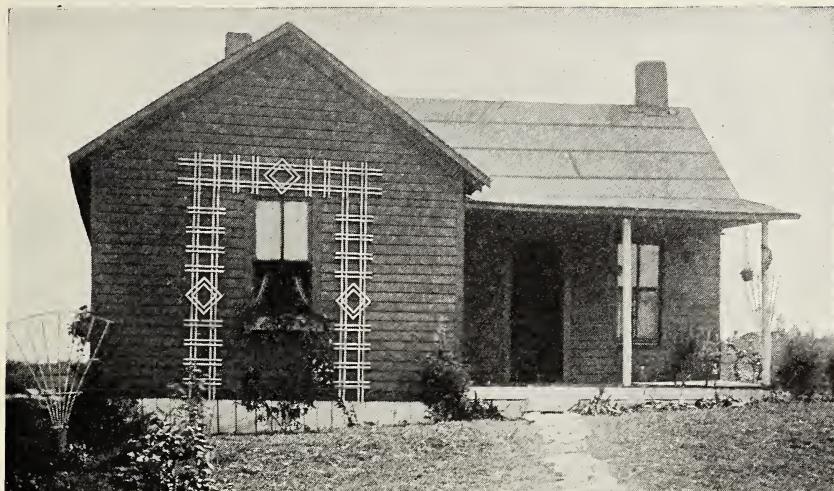
The Building and Loan Associations and Savings Banks will assist in financing the Demonstration Home, in the program of encouragement of thrift for home ownership and in the Home Builders' Clinic.

Housing Associations will be able to render valuable advice and information, particularly in furnishing information as to housing conditions.

By interesting the officers of the Civitan, Exchange, Kiwanis, Lions, and Rotary Clubs, the Committee will insure the arousing of enthusiasm among the business men in favor of the campaign.

The support of the Labor Unions will be most helpful. Many of their members are particularly aware of the difficulties of securing adequate homes on reasonable terms, and will gladly cooperate in a program which will remedy this situation. The trades engaged in home building and equipment can also facilitate the building and, if necessary, hasten the completion of the Demonstration House, if this is undertaken.

If a house is to be demonstrated, the hearty support of the Retail Merchants' Association is helpful to the success of the campaign, for from the members of this organization the Committee will wish to borrow furniture and equipment.



Reconditioned house demonstrated at Danville, Ky., 1925. For condition of house before changes, see page 30. Most of the work of making this place attractive, inside and out, was done by the women of the Better Homes Committee. The total expenditure necessary to effect the improvement shown was \$17.25.

Insurance is a subject which can be given special study during the Better Homes Campaign to good advantage. The Underwriters Association, or local insurance agents, can be of valuable assistance in this. If there is a Demonstration House, they will also be glad, no doubt, to insure it and its contents against fire and theft during Better Homes Week.

## IX. COOPERATION OF OTHER ORGANIZATIONS

The cooperation of social and civic organizations is, of course, a very important factor of a Better Homes Campaign. Local committees will find that Women's Clubs and Parent-Teachers' Associations are eager to participate in their campaigns, and can give valuable assistance. The National leaders of these organizations have strongly endorsed the movement for Better Homes in America.

Mrs. John D. Sherman, President of the General Federation of Women's Clubs, has said:

"Last year, at the Biennial Convention of the General Federation of Women's Clubs, a special Department of the American Home was created in the General Federation, to enlist and direct the activities of the 2,800,000 club women of America in every possible way for the improvement of the home. It has been one of the fondest wishes of the founders of this department that all of the club women of America should cooperate to the limit, and with all the power at their command, in the National campaign for Better Homes in America. We are eager to have the American Home Department take part in Better Homes Week because it is a visible and tangible thing. The improvement of the American home is the greatest challenge to the women of America today."



A view of the living-room in House No. 1, Santa Barbara, Calif., showing the dining-room in the background. The terrace shown in the exterior view of this house is just beyond the French door, and is accessible from the dining-room.

In her annual message, Mrs. A. H. Reeve, President of the National Congress of Parents and Teachers wrote, "If there is one object more than another for which we should labor with all the power that is within us, it is the assuring of a better home for every child."

## X. CAMPAIGNS IN RURAL COMMUNITIES

(A section for chairmen in villages or country districts)

Every community, no matter how small, can have a Better Homes Campaign. In 1924, one neighborhood of only twelve families, living on farms, reported a campaign from which great benefits were derived. Hundreds of small communities reported successful campaigns in 1925.

This section has been prepared for the assistance of rural chairmen, but even though you live in a village or in the open country, it is suggested that you also glance at Sections IV and V, in which are outlined the suggested procedure of a committee in a larger place, and the work of an extensive campaign. These may prove helpful to you even though you do not find it possible to organize your work so extensively.

### STEPS TO BE TAKEN BY LOCAL CHAIMEN IN RURAL DISTRICTS

1. Write to National Headquarters, 1653 Pennsylvania Avenue, Washington, D. C., accepting your appointment and stating the nature and problems of your community, and asking for advice, if you think that local conditions will require a special form of campaign. Publications containing helpful information about the Better Homes movement will be sent to you and will be supplemented by special instructions if you need them.



Six-room Demonstration House at Rehoboth Beach, Del., 1925. This house, completely finished throughout, and with a full concrete basement (but no furnace) cost \$2,650

**2. Choose and appoint a Better Homes Committee.** If your community is very small, a large Committee may not be necessary, but it will be advisable to have some sort of organization. A Better Homes Campaign ought not to be the work of only two or three persons. Your Committee should, therefore, be representative of the whole community. Everybody can participate in a Better Homes Campaign; the larger the number of people actively working in this educational movement, the greater will be the benefit to your community.

3. It may not be necessary to divide your Committee into subcommittees having special duties, but if you hope to have a Demonstration House you will probably find it a good plan to do so. Three such subcommittees might be appointed, being given the duties of caring for the following departments of the campaign:

**Publicity  
Programs  
Demonstration Home**

4. If there is a County Home Demonstration Agent in your county, one of your first acts as chairman ought to be to consult her. She can be of very great assistance in your work and will be willing to help and advise your Committee in every way. Home Demonstration Agents have given very hearty cooperation in past Better Homes Campaigns.

5. A record of all activities should be kept by the chairman or some member of the Committee. If there is a newspaper in the vicinity, clippings of all articles on the Better Homes Campaign should be kept.

6. Immediately after the campaign you should report in full to National Headquarters, using a questionnaire which will be supplied for that purpose (the form of questionnaire is printed on page 68 of this Guidebook). The information contained in this report should be based upon the record of activities which you have kept.

No matter how small your demonstration is, you are urged to use the questionnaire in making a report. The answers to the questionnaire should be supplemented by a report in your own words, telling the story of the whole campaign. Other illustrative material, such as posters, signs, and proclamations used in the campaign, and the work of school children, will be useful to National Headquarters.

If you have a Demonstration Home or arrange a tour of the most attractive and best equipped homes in the district, take photographs and send them in your report. These need not be taken by a professional photographer. Good snapshots can be enlarged by the Washington office.

All reports should, if possible, be submitted to National Headquarters by May 22, 1925.

### A RURAL CAMPAIGN DEMONSTRATION HOME

It is recognized that it may not be easy to find a house in a country district that can be used as a Demonstration Home, but if a new house is being built, or has been recently completed, permission may sometimes be obtained from the owners for its use during Better Homes Week. Even if it is occupied, the owner or tenant might be glad to afford the neighbors an opportunity to see a well-planned home by opening it to visitors during certain hours on appointed days. The actual demonstration can be done by members of the Committee.

If a new house is not available, perhaps an old house can be found which will be satisfactory as a whole or in many of its features. Almost every community has at least one house to which it points with pride, and the occupants may be willing to assist the Better Homes movement by lending their house to the Committee during a part of Better Homes Week.

The headquarters of the County Farm and Home Bureau may be suitable. If the State Agricultural College, or State University is nearby, it may be able to supply a house for demonstration purposes. Every such college should have a practice house. Teachers' cottages, which are becoming more popular throughout the country, may be made centers of demonstration. A vacant dilapidated old house may be remodeled, or at least reconditioned, for the demonstration. Such demonstrations, in past campaigns, have been found very successful and particularly valuable. In 1924, the committee for Albemarle County, Virginia, reconditioned and furnished a seventy-five-year-old house which had fallen into bad repair. It made an excellent demonstration, a brief account of which, reprinted from last year's Guidebook, will be found on page 64.

Community houses often make good centers for demonstrations of home furnishing, interior decoration, household equipment, home gardening, and home recreation.

### COUNTY TOURS

If it is not possible to secure a Demonstration Home, an excellent plan is to arrange a tour in automobiles of as many people in the county as will join, to visit a number of homes in the county. One house may have a superior kitchen; another nearby may be demonstrated because of its modern lighting arrangement, or water-system; another for its labor-saving devices; another for the trees and planting around the homestead, or the home-garden. A concert of good home songs may be held at one of the houses, a demonstration of home play may be made at another, and other features may be arranged, including talks by the Home Demonstration Agent and others.

In this sort of demonstration interest may be created by arranging contests, such as a kitchen contest, a living-room contest, a home-garden contest, or a home-improvement contest. The people making the tour may then vote as to the winners, or may visit the houses which have been awarded prizes by the local committee of judges or by the County Home Bureau.

### PROGRAMS

Whether a house is demonstrated or not, you can arrange programs to be given before community meetings, clubs, schools, and other groups. These programs should consist of lectures, discussions, demonstrations, exhibits, and contests.

The County Home Demonstration Agent is well qualified to give addresses on home improvement, and will be glad to do so. You will also find that the State Agricultural College is glad to cooperate with local Better Homes committees, and lecturers may be secured from them.

**Lectures.** National Headquarters have prepared lectures to accompany stereopticon slides illustrating the 1924 and 1925 Better Homes Campaigns. Either one of these lectures, with a set of slides, may be rented at \$3, the renter to pay charges for returning slides to Washington.

On page 17 is a list of lecture titles suggested to Better Homes Committees.

**Moving Pictures.** If there is a moving picture theater in the vicinity, or if a local church or school has a moving picture projection machine, the Committee may secure certain films which will be interesting to communities having Better Homes Campaigns. A list of such films will be found on page 17 of the Guidebook.

**Contests, Demonstrations, and Exhibits.** Full suggestions regarding these will be found on pages 17 to 21 of this Guidebook. Although these suggestions were made primarily for Better Homes committees in larger places, they are of equal value to rural committees and can be followed in detail in arranging a campaign in a small town or country district. You are urged to read these sections carefully; even though you cannot carry out all the suggested features, there will be at least some which will be practicable in your vicinity.

**Publicity.** In a rural campaign it need not be necessary to have a special subcommittee responsible for securing publicity, but you should make every effort to keep the campaign constantly before the public.

Throughout the National campaign, news articles will be prepared at National Headquarters and sent to newspapers in all towns and villages in which there is a Better Homes Chairman. The first story thus sent out to your vicinity will be to the effect that you have accepted your appointment. It is therefore urged that when accepting the chairmanship, or shortly after, you tell us the name of the paper in your community. Subsequent articles will deal with the campaign throughout the country.

Newspapers have always been glad to give space to the Better Homes movement and you will, no doubt, find that your local editor is ready and willing to cooperate. You should supply him with announcements of appointments and plans, and accounts of the progress of your campaign.

If you have a Demonstration House, it will probably be furnished partly or entirely by merchants of your vicinity, who will be glad to cooperate by lending articles from their stock. No advertising should be permitted on the premises of a Demonstration House. By observing this rule the Committee will make sure that the public will understand

the educational, non-commercial character of the Demonstration. A good way to acknowledge the cooperation of merchants and others is to issue a list of the furnishings in the Demonstration Home, with the price of each and the name of the lender.

Posters, buttons, and highway signs are effective means to publicity. This Committee may be charged to arrange for these. In the past, very effective posters and signs have been designed and made by school children. Posters can also be supplied to committees at cost by National Headquarters. There is a charge of 10 cents for each of these. Small "Better Homes" buttons are also supplied by National Headquarters at 2 cents each.

#### HOW SCHOOLS CAN COOPERATE IN A RURAL CAMPAIGN

The training of our future citizens and home-makers begins with the school child. Interest in the child's relation to the home and the community can be aroused and held in many ways during Better Homes Week.

One of your first acts as chairman should be to discuss the campaign with the school authorities, convincing them of the importance of the Better Homes movement to the children of the community, and to suggest that they permit a certain amount of the regular school work to be directed toward a study of home improvement in so far as that can be done without interfering with the regular work of school classes. Since the schools will probably be very busy during Better Homes Week, which occurs near the end of the school year, you are advised to secure the cooperation of the school authorities and teachers as early as possible.

You will find the local teacher of home economics will be able to give you the most valuable assistance, and that she will be ready to cooperate with you in arranging lectures, discussions, and demonstrations.

**School Practice Houses.** You are urged to read the section on school practice houses on page 27 of this Guidebook.

A notable example of the building and demonstration of a rural school practice house will be found on page 63, where there is an account of the Better Homes Campaign at St. Helena Island, S. C., in 1924.

On pages 26 to 29 of this Guidebook are detailed suggestions as to the part to be played by schools in a town or city Better Homes demonstration. All of these suggestions are applicable to rural campaigns as well.

#### THE CHURCHES AND THE RURAL CAMPAIGN

The connection between church and home is close. The churches will usually be found ready and willing to cooperate in the Better Homes movement. The clergymen can assist your work for publicity by announcements from the pulpit, and can, to advantage, preach sermons on the spiritual significance of the home and the ways to promote character building in the home. Ministerial associations and similar bodies may endorse local campaigns. (See form of endorsement on page 70.)

The Sunday which begins Better Homes Week, April 25, may be observed as Better Homes Sunday, with appropriate services and addresses.

If there is a Demonstration Home, it is a good idea to have it opened with appropriate religious ceremony.

### ORGANIZATIONS WHICH WILL COOPERATE IN A RURAL CAMPAIGN

It has been stated above that everybody in a community can participate in a Better Homes Campaign. The County Home Demonstration Agent, the schools, and churches have been mentioned. Other organizations which will be glad to assist are Agricultural Clubs, Women's Clubs, Home Demonstration Clubs (Extension Clubs), Farmer's Clubs, Cooperative Associations, 4-H Clubs, Granges, Farm and Home Bureaus, Chambers of Commerce, and Boards of Trade.

### FINANCING A RURAL CAMPAIGN

It is not necessary to spend a cent in conducting a successful Better Homes Campaign. In 1925, nearly half of our committees reported that no money was spent on the campaign. See the figures on campaign costs on page 24 of this Guidebook.

## XI. AWARDS

From the beginning it has been a policy of Better Homes in America to award prizes to local committees conducting the most effective educational demonstration. In the 1924 and 1925 campaigns, a distinction was made between cities of more than 10,000 and places of smaller population, and communities in which school practice houses were demonstrated.

### Judging Better Homes Demonstrations

The Committee on Awards for Better Homes demonstrations will judge each local campaign with reference to the type of Demonstration Home, the campaign organization and community support, the campaign features, and results.

Under the heading "Type of Demonstration Home," they will consider architecture, landscaping, and location, as well as decoration, arrangement, furnishings, and equipment.

Under "Campaign Organization and Community Support" will be considered local publicity and the extent of cooperation in the campaign on the part of the city government, associations, schools, churches, merchants, motion-picture houses, and others.

Under "Campaign Features" will be considered the special contests and other features.

Under "Results" are included attendance, write-up of the report, cost of the demonstration, and future plans. The Committee will also pay special attention to the factors of balance and educational value of the campaign and to the quality of its standards and of its influence.

It need hardly be said that the competition for prizes is not a chief factor in local participation in the campaign. The committees participate chiefly because they recognize the importance of stimulating interest in and knowledge about better homes. Still, the prizes add a dramatic climax to the year's work.

In 1925, the Committee on Awards consisted of the following: Dr. John M. Gries, Chief, Division of Building and Housing, U. S. Department of Commerce; Dr. Hugh S. Cumming, Surgeon-General, U. S. Public Health Service; Victor Mindeleff, Architect; Dr. Louise Stanley, Chief, Bureau of Home Economics, U. S. Department of Agriculture; and Mrs. Charles Bradley Sanders, author of "How to Furnish the Small Home."

At a conservative estimate, more than 2,000 communities held Better Homes demonstrations during Better Homes Week in 1925. Detailed reports were submitted by 1,014 committees. The task of choosing prize-winners was a most difficult one. It should be stated in this connection that only those reports which were accompanied by complete descriptive material, plans, and photographs, afforded the Committee sufficient material to warrant the granting of prizes. It is also emphasized that reports had to be submitted on the date announced in the Guidebook, otherwise the Committee could not consider them, as it met but once. The final date for receiving reports in 1926 will be May 22.

## XII. PUBLICATIONS

During 1924 and 1925, Better Homes in America has issued ten publications, as follows:

- No. 1. **Guidebook for the 1924 Campaign** (containing instructions for conducting a Better Homes Campaign). Price 10 cents.
- No. 2. **Civic Effectiveness**. Price 5 cents.
- No. 3. **How to Furnish the Small Home**. Price 25 cents.
- No. 4. **Plan Book of Small Homes**. Price 25 cents.
- No. 5. **Additional Suggestions to Local Chairmen** (a supplement to the Guidebook).
- No. 6. **Home Music and Home Play**. Price 10 cents.
- No. 7. **How to Own Your Home**. Price 15 cents.
- No. 8. **Guidebook for the 1925 Campaign**. Price 15 cents.
- No. 9. **School Cottages for Training in Home-Making**. A study of School Practice Houses and Home Economics Cottages. Price 10 cents.
- No. 10. **Guidebook for the 1926 Campaign**. Price 15 cents.

The Guidebooks are designed for the purpose of setting forth the aims of Better Homes in America, and of suggesting to local chairmen methods of conducting a demonstration. (**Nos. 1 and 8 are now out of print. Superseded by the present Guidebook.**)

The full title of Publication No. 2 is "Why and How to Teach Civic Effectiveness," as Illustrated by School Participation in the Community Better Homes Campaign." It was written by Elizabeth Carlisle, Head of the Civics Department, Washington Junior High School, Port Huron, Mich. Miss Carlisle directed the children who by their efforts in planning, building, furnishing and demonstrating a house won first prize for their city in the 1923 Better Homes Competition. In the pamphlet Miss Carlisle outlines the purpose, scope, and effect of a course of study in community civics, both on the individual and on the community, and reviews the work of the class under her direction during the 1923 Better Homes Campaign.

No. 3, **How to Furnish the Small Home**, by Mrs. Charles Bradley Sanders, is an illustrated booklet published in April, 1924. This was written with two purposes in view: First, to help individual owners of small homes by offering essential rules of decoration and lists of furniture, wall-covering, curtain materials, and so forth; and, second, to act as a handbook for local Better Homes committees who were planning to demonstrate houses.

No. 4, **A Plan Book of Small Homes**, was prepared for Better Homes in America by the Architects' Small House Service Bureau of the United States, Inc. This Bureau is a disinterested, limited-dividend corporation of competent specialists, controlled by the American Institute of Architects and endorsed by the United States Department of Commerce. The booklet contains numerous illustrations, with corresponding floor-plans, of houses of from three to six rooms. Full working plans and specifications for the construction of these houses can be obtained from the Bureau at a cost which averages approximately \$5 per room. The Bureau has many other plans which are obtainable on the same basis. In addition to the illustrations, the booklet contains paragraphs of explanation about each house shown, and articles written by authorities on "Selecting a Home Plan" and on "Keeping Down Building Costs."

The title of No. 5 is self-explanatory. (Now out of print. Superseded by the present Guidebook.)

No. 6, **Home Music and Home Play**, contains an article on "Home Music" by Mrs. John F. Lyons, and a more extensive discussion of "Home Play" by Maria Ward Lambin, with lists of games and a bibliography on children's games.

No. 7, **How to Own Your Home**, is a second edition of a booklet issued by the Department of Commerce, and written by John M. Gries, Chief, and James S. Taylor, of the Division of Building and Housing, Bureau of Standards. The new edition is somewhat revised, and is illustrated. The booklet is a handbook for prospective homeowners and is intended to encourage and assist those who wish to buy or build a home. The book is simply and clearly written, and the advice contained in it on such subjects as how much to pay for a home, saving, budgets, loans, mortgages and amortization, general property considerations, house plans, and quality of construction, will be found useful to anyone who plans to own his home.

No. 8, Now out of print. Superseded by the present Guidebook.

No. 9, **School Cottages for Training in Home-Making**. This pamphlet, written by James Ford and Blanche Halbert, sets forth the results of a survey conducted by Better Homes in America of 77 School Practice Houses and 57 Home Economics Cottages, and shows how communities can secure and make use of cottages for training public school children in household management and home-making.

No. 10, The present Guidebook.

## PART TWO

### THE BETTER HOMES CAMPAIGN OF 1925

#### HISTORICAL STATEMENT

Better Homes in America is an educational institution for public service, initiated in 1922 by Mrs. William Brown Meloney and an Advisory Council, of which President Coolidge was honorary head and Secretary Hoover was chairman. The Council included officials of the Federal Government and representatives of national organizations interested in civic affairs. This organization conducted a campaign to demonstrate homes to people of America in all parts of the country, during the week of October 9 to 14, 1922. The success of the demonstration conducted under the direction of Better Homes in America led to a considerable development of the movement in its second year, when approximately a thousand communities held demonstrations during the week of June 4 to 10, 1923.

Not every demonstration included the showing of a house, to give a practical example of what a Better Home might be, but in each case the week was given over to educational work of various kinds. Ordinarily, a committee in charge of a local demonstration would be made up of representatives of the leading women's clubs and civic associations of the community, the chairman often representing a leading woman's club, the secretary frequently being appointed by the local chamber of commerce, and the subcommittees being composed of leading citizens representing a wide variety of interests. Architects, merchants, contractors, decorators, and realtors, all cooperated with disinterested civic spirit.

Newspapers gave the demonstrations publicity and lent their pages to educational material supplied by local Better Homes chairmen. Lectures were given, discussion meetings were held, special exhibits and supplementary demonstrations were presented. Churches, clubs, and schools participated actively in the campaign.

The increased success of the demonstrations in 1923 made clear to the Advisory Council that the Better Homes in America movement was a force of great importance in the education of the American people to higher standards of home life. The movement was therefore organized on a permanent basis and arrangements were made to have it financed from public gifts. It was incorporated for the purpose of education and public service, and the headquarters of the movement were set up at Washington, D. C.

#### THE 1924 CAMPAIGN

The 1924 campaign was inaugurated in January of that year, and culminated in Better Homes Week, May 11 to 18.

The new national organization obtained the endorsement and active help of numerous National associations and Federal bureaus. The form of help obtained from these agencies is exemplified in two publications, "How to Own Your Home," by Messrs. Gries and Taylor, of the Department of Commerce, and "A Plan Book of Small Homes," prepared by the Architects' Small House Service Bureau. Abundant help has also been received from the Children's Bureau of the Department of Labor, the Bureau of Education of the Department of the Interior, the Bureau of Home Economics and the Extension Service of the Department of Agriculture. The State and County Home Demonstration Agents, who have assisted Better Homes committees in many ways in the 1924 and 1925 campaigns, work in conjunction with the Extension Service.

It is possible to estimate only approximately the number of demonstrations held during the 1924 campaign. Many more communities participated, however, than in previous years, and it is safe to say that more than 1,500 communities held local campaigns which met the standards set by National Headquarters. There were 108 houses demonstrated in 84 cities in 1924, as against 78 houses in 57 cities in 1923. The average cost of these houses was \$5,551, considerably lower than that of the houses in the previous year (\$6,750)—a fact which shows that the local committees were increasingly effective in their attempts to demonstrate houses within the reach of families of modest income.

Prizes were awarded to seven cities and five smaller communities, for the general excellence of their demonstrations. A special prize was awarded to another for the best demonstration of a school practice house. The prize-winning communities were located in every part of the United States.

## THE 1925 CAMPAIGN

The 1925 campaign was of far greater extent than any previous one. It is estimated that well over 2,000 communities participated in effective Better Homes demonstrations conducted by the 1,867 chairmen appointed by National Headquarters.

Of these chairmen, 1,014 returned definite reports on the activities of their local Better Homes committees during the week of May 11 to 17, 1925.

Again, in this campaign, there was an increase in the number of communities demonstrating houses, and in the number of houses shown. There were 259 houses demonstrated in 186 communities. Many of these demonstrations served for an entire county or a large metropolitan area, including many suburbs.

## COST OF HOUSES DEMONSTRATED

Year	Committees Showing Houses	Number Houses Demonstrated	Average (Median) Cost of Houses
1923	57	78	\$5,660*
1924	84	108	5,551†
1925	186	259	4,694‡

\*Definite figures available on 62 houses only.

†Definite figures available on 94 houses only.

‡Definite figures available on 176 houses only.

Analyzing the number of houses in various price groups, we find that there were:

	1923	1924	1925
Of houses costing under \$1,501 . . . . .	3	3	11
Of houses costing \$1,501 to \$3,000 . . . . .	3	18	28
Of houses costing \$3,001 to \$4,500 . . . . .	9	15	31
Of houses costing \$4,501 to \$6,000 . . . . .	11	18	40
Of houses costing \$6,001 to \$7,500 . . . . .	10	15	24
Of houses costing \$7,501 to \$9,000 . . . . .	9	6	11
Of houses costing \$9,001 to \$10,500 . . . . .	4	6	10
Of houses costing over \$10,500 . . . . .	13	13	21

The scope of the programs of many hundreds of the committees was exceptionally broad, including long lists of lectures by specialists, a variety of demonstrations of home music, labor-saving devices, interior decoration, and gardening, as well as plays, pageants and dedication exercises. These programs have revealed a most remarkable appreciation of the opportunity for educational service to present and future home-makers throughout the country, and are a great credit to the vision and organizing ability of our local chairmen and their committees.

The award of prizes to communities through National Headquarters, is, from the point of view of the Board of Directors of Better Homes in America, only an incident in a campaign, the major purpose of which is public service. It has been thought desirable, however, to give small prizes in order to call public attention to a few demonstrations of exceptional excellence for their unusual and valuable features.

The choice was particularly difficult for the Committee on Awards in the 1925 campaign, due to the fact that there were three cities in which the committees had developed campaigns of first importance. In two of these, Atlanta, Ga., and Santa Barbara, Calif., there were comprehensive demonstrations which followed practically every suggestion in the 1925 Guidebook. The third demonstration of outstanding merit was that of Port Huron, Mich., where the pupils of a junior high school planned, furnished, and demonstrated a permanent school practice house erected on city property.

Equal first prizes were given to Atlanta and Santa Barbara in the urban class of Better Homes committees. Port Huron was awarded a special prize as having the best school practice house demonstration.

Second and third prizes were not awarded to city committees in view of the fact that there were, as above stated, really three first prizes.

Four fourth prizes were awarded to Birmingham, Ala., New Rochelle, N. Y., Greenville, S. C., and Cleburne, Texas.

Among the large group of communities of less than 10,000 population, first prize was awarded to Roanoke Rapids, N. C.; second prize to Gaithersburg, Md.; and third prize to Bergenfield, N. J.

Honorable Mention was granted to the following communities on the breadth and quality of their programs, whether or not they had house demonstrations.

Bessemer, Ala.	St. Paul, Minn.
Dallas County, Ala.	Bay St. Louis, Miss.
Ensley, Ala.	Greenwood, Miss.
Lauderdale County, Ala.	Tunica, Miss.
Lowndesboro, Ala.	Huntsville, Mo.
Montgomery, Ala.	Hightstown, N. J.
Selma, Ala.	Linden, N. J.
Tuscumbia, Ala.	Paterson, N. J.
Willcox, Ariz.	Albuquerque, N. Mex.
Brinkley, Ark.	Carlsbad, N. Mex.
Mt. Vernon, Ark.	Binghamton, N. Y.
Fullerton, Calif.	Earlville, N. Y.
Sacramento, Calif.	Trumansburg, N. Y.
Stockton, Calif.	Marshville, N. C.
Upland, Calif.	Spindale, N. C.
Durango, Colo.	Minot, N. Dak.
Rehoboth Beach, Del.	Toledo, Ohio
Washington, D. C.	Corvallis, Ore.
Crestview, Fla.	Cottage Grove, Ore.
Ft. Lauderdale, Fla.	Quakertown, Pa.
Orange County, Fla.	Wilkes-Barre, Pa.
West Palm Beach, Fla.	Anderson, S. C.
Lawrenceville, Ga.	Darlington, S. C.
Vidalia, Ga.	McKinney, Texas.
Edwardsville, Ills.	Garland, Utah
Ames, Iowa	Huntsville, Utah
Davenport, Iowa	Salt Lake City, Utah
Danville, Ky.	Chelsea, Vt.
Louisville, Ky.	Arlington County, Va. (including Clarendon and Lee Heights).
Anne Arundel County, Md.	Lawrenceville and Brunswick County, Va.
Bel Air, Md.	Lynchburg, Va.
Caroline County, Md.	Manassas and Prince William County, Va.
Acton, Mass.	Newport News and Elizabeth City County, Va.
Brimfield, Mass.	Vienna, Va.
Medford, Mass.	Everett, Wash.
Grass Lake, Mich.	Kohler, Wisc.
St. Joseph, Mich.	Sturgeon Bay, Wisc.
Good Thunder and Blue Earth Co., Minn.	
Iron, Minn.	
Minneapolis, Minn.	
Saginaw, Minn.	

## NOTABLE LOCAL DEMONSTRATIONS

In the pages that follow are told the stories of all the local campaigns which won prizes in 1925. In addition, accounts of certain features of other demonstrations and of three unusual demonstrations in the 1924 campaign are included.

### ATLANTA, GA.

The efficient committee at Atlanta was again led by Mrs. Newton C. Wing, who was chairman in 1923 and 1924. It is particularly interesting to note that in the three succeeding years the Atlanta committee, under Mrs. Wing's leadership, won third, second, and first prizes. The Better Homes movement has taken deep root in the Atlanta community, and the Better Homes Campaign is now looked upon as an annual affair.

A notable fact about the Atlanta demonstration was that special care was taken to arrange for educational work among the native white population, among the large negro population, and among the immigrants, whose knowledge of American standards of housing and home life is slight, and who may experience difficulty in adjusting themselves to American conditions. One of the houses was designed for a negro family, and its

demonstration was in charge of a negro subcommittee. The apartment demonstrated for an immigrant family was in a remodeled and reconditioned old house, and was lent to the Committee for the purpose of demonstration. One of the school practice apartments was in Spelman College, an institution for negro girls, the other in a high school for white children.

These home demonstrations were, naturally, the centers of interest in the Atlanta campaign. There were other features, however, of great educational value, which aroused widespread interest in the city. These included numerous programs of lectures, large Essay and Poster Contests, and a Better Babies Contest. There were also many special demonstrations and exhibits.

The cooperation of the citizens of Atlanta was vigorous and widespread. The city government endorsed the campaign and lent active support to it. The newspapers gave it an enormous amount of publicity, which secured the interest of practically every man, woman, and child in the city. The school authorities were prompt in their offers of assistance, and the pupils entered into the work of the campaign with a will. Practically every religious, civic, and commercial body in the community supported the Better Homes Committee.

### THE DEMONSTRATION HOMES

#### Home No. 1

Better Home No. 1 was a six-room frame house, the exterior of which was in good Colonial style. The plan for the house was taken from the Plan Book of Small Homes, Publication No. 4 of Better Homes in America, which was prepared by the Architects' Small House Service Bureau. Several changes were made in the original design to adapt the house to Atlanta conditions. The house was built for \$6,750.

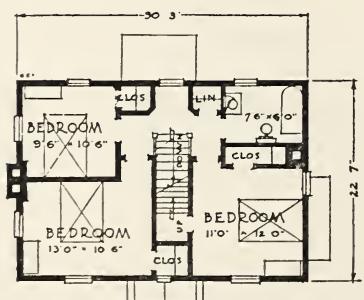
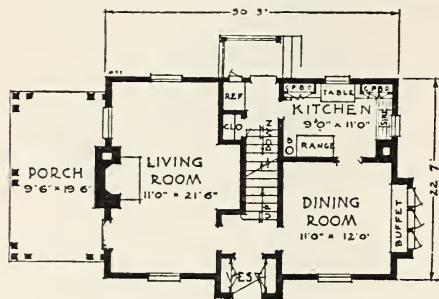
The lot upon which it was built was in excellent surroundings, with fine old trees, and cost \$2,000. This very attractive property, therefore, was shown to be available for well under \$9,000, and thus within the means of a family with an income in the vicinity of \$4,000 to \$5,000 per year.

The outside measurements of the house are 30 by 22 feet. The proportions are so well drawn and the space inside the house so well utilized, however, that the impression given is of a large house. Floor-plans of the house are shown on this page, and photographs of the exterior and interior on pages 22 and 20. Although the layout is in the attractive Colonial manner, with a central hall and stairway, the usual passage to the rear alongside the stairs is closed off and this space used in the living-room. The break in the wall of the living-room which this gives is interesting and adds to the charm of that room. It also provides an attractive nook in which to fit a comfortable sofa. The large fireplace opposite the sofa is most attractively designed, and is built for practical use as well. The comfortable porch adjoining the living-room is entered by French doors, which enhance the appearance of the house, outside as well as in.

Plan No. 6-A-17 of the Architects' Small House Service Bureau from which house No. 1, demonstrated by the Committee at Atlanta, Ga., 1925, was built. As erected in Atlanta the house has no front vestibule.

This living-room is unusually large and comfortable for a house of this size. Having windows on three sides, it is certain to be well-lighted and cheerful, and well ventilated in the summer.

The dining-room, with its recessed windows and window-seats, also has interesting lines and, while small, is plenty big enough for a small family.



The kitchen, and the "business end" of the house generally, are most efficiently planned. The sink is directly underneath a window, and is equipped with a double drain-board. The large kitchen closet, or pantry, is conveniently at hand, and the rear entrance is not far away, although delivery boys and others need not come directly into the kitchen when bringing parcels. The cleverly arranged lavatory beside the stairs is a surprising and excellent feature in so small a house.

The plan of the second story is as well thought-out as that of the first. None of the bedrooms is large, but each is adequate, with good ventilation and plenty of well-arranged wall space, both important in a bedroom. The large closets are also particularly well arranged, so there is no waste space. The largest bedroom is that of the owner. The other front room is intended as a nursery. The smallest room is for an older child or a guest. Provision was made when building the closet of the owner's bedroom to permit cutting a door into the nursery, to make a passage between the two rooms.

The bathroom is tiled and contains a built-in bath-tub and shower-bath. It will be noted that the bathroom contains a good-sized closet for towels and other articles, in addition to the large linen-closet opening into the hall.

Under the main stairs of the house are steps leading to the cellar, in which there is laundry with set tubs, an ironing-board, and electric connections for an iron and an electric washer. In the main part of the cellar is a steam furnace and a coal-bin. At the foot of the stairs is a very important feature of the house, a work-bench for the father or son of the family. The chest for tools, containing all the tools usually needed in a house, is near by. An interesting thing about this chest is that behind or beneath each tool is painted its outline in red or black, so that each can readily find its way back to its proper place.

#### **Educational Value of Home No. 1**

Thousands of people visited the house during Better Homes Week, in spite of two days of heavy rain. Visitors were led through the house by hostesses who explained its advantages and distributed booklets containing lists of furnishings for each room, with their costs, and a budget for the family for which the house was intended. This budget was compiled by Mrs. Ira E. Farmer, Chairman of Home Demonstration Work of the Georgia Federation of Women's Clubs.

In her report on the campaign, the Chairman, Mrs. Wing, made clear that visitors took a personal interest in the house, with a view to securing houses like it for themselves. Apparently the kitchen of Home No. 1 attracted more attention than any other room. Mrs. Wing writes, ". . . If admiring comments could only be reduced to records! Many an Atlanta home is going to have one like it. Several women inquired where they could buy the cabinets (built-in), and people with tape measures actually got in each others way."

#### **Home No. 2**

Home No. 2 is regarded as an Americanization demonstration. An old house had been remodeled to form two apartments, one on each story. The lower apartment was lent to the Committee for use during Better Homes Week. It contains five rooms, and the rental was estimated at \$35 monthly. The ceilings of the house are high, and the rooms comprising the apartment are of a comfortable size.

The house had been gloomy and rather unattractive before remodeling and refurnishing. The Committee on furnishings, by choosing bright wall-paper and having the woodwork painted white, made a cheerful and comfortable home out of this old structure. There is an entrance hall with a long table, bookcases, and a chair. The living-room is entered through wide doors. Its furnishing was done tastefully and at little expense. This room gives in turn into a dining-room and kitchen. The bedroom and bathroom are at one side.

The five-room apartment was completely furnished, in accordance with the best American standards, for \$794.66.

#### **Educational Value of Home No. 2**

Every agency interested in the welfare of the immigrant population of Atlanta cooperated to secure the success of this demonstration, and results already noticed indicate that it was most effective. In particular, the Opportunity School, a part-time school for employed people, and a continuation school for people temporarily unemployed, participated in the demonstration of the home as a factor in education. The principal of the school, Mrs. Huey, and Mrs. Maude T. Baker, Americanization teacher, were influential in making the demonstration a success, and have testified to its value among the immigrants. Mrs. J. E. Andrews, American Citizenship Chairman for the

Georgia and for the Atlanta Parent-Teachers' Association, wrote to Mrs. Wing: "The old home, made new for the occasion, was a revelation in what a little paint and water can do. . . . The furniture, the pictures, the draperies, with the harmonizing tones and colors, were an education in themselves, which, with the natural artistic temperament and vision of the many foreigners in this section, will go a long way toward stimulating a greater interest in the beautiful. . . .

"I believe, however, that the best thing that was accomplished. . . . was in bringing out the many fine citizenship workers in the Women's Club and other organizations to see and come in contact with, in this home, in so intimate a way, the really fine type of men and women among the foreigners, and in permitting them to view the exquisite handwork of these people, and the many lovely heirlooms which they have brought to their new home across the sea. . . .

"The Better Home in our section made us know, understand, and like each other better. It aroused a desire for cleaner and more attractive homes. It taught many that they could make over the old homes into far more attractive places in which to reside and rear their children. It gave them the idea of harmonizing their furniture and wall-hangings. It brought many minds back to the home which had wandered far afield. It suggested quiet and peace and rest—with music and love and laughter in the home."

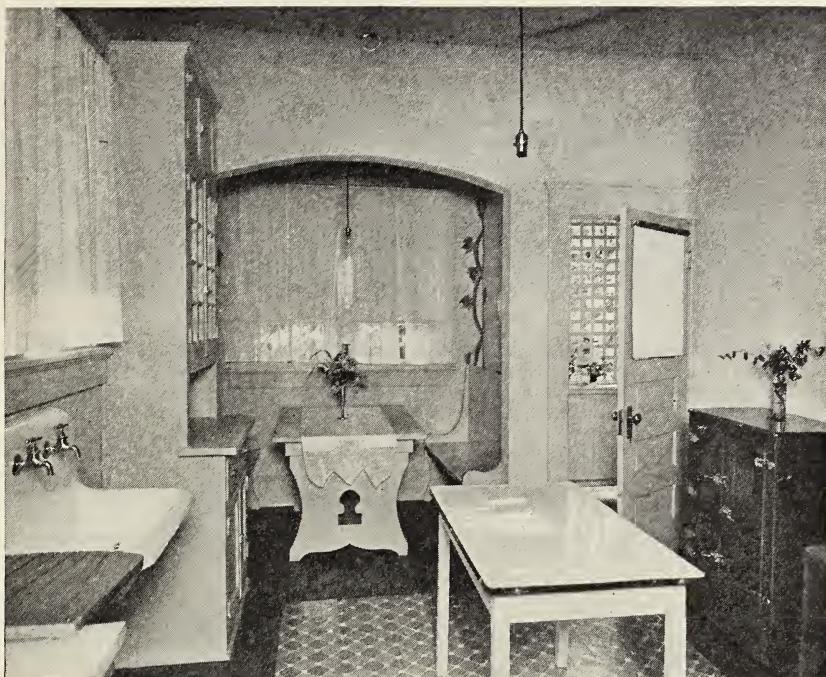
#### Home No. 3

Home No. 3, like No. 1, was planned by the Committee, who also arranged for its construction. The lot upon which it was built cost \$850. The cost of the house itself was \$2,150, and it was an adaptation of plan 4-A-8 of the Architects' Small House Service Bureau, and is illustrated in the Plan Book of Small Homes, Publication No. 4 of Better Homes in America. The Committee had the house lot planned and planted attractively.

The front door of the house opens directly into the living-room, a very comfortable and cosy place, measuring 13 by 16 feet. Immediately back of the living-room is a



Exterior of Demonstration House No. 3, Atlanta, Georgia, 1925. This house, which contains four rooms, was furnished and demonstrated by a subcommittee of negroes, as a Better Home for people of their race. The cost of construction was \$2,150. The lot upon which it stands is valued at \$850. Erected from plan No. 4-A-8 of the Architects' Small House Service Bureau.



Kitchen and breakfast nook in Demonstration House No. 3, Atlanta, 1925. This house was demonstrated by a negro subcommittee. The sink is equipped with double drain-boards, although one of them was removed at the time of taking this picture. Note the attractive entry and the conveniently located ice-box.

kitchen measuring approximately 10 by 11 feet, with an attractive dining-alcove adjoining. A door from the living-room leads to a short passage connecting two comfortable bedrooms and the bathroom. This passage also connects with the kitchen. The house has a central heating fixture. There is also a fire place in the living-room.

The furnishing of this house was in charge of a negro subcommittee, with the advice and assistance of the General Committee. It was fully equipped in very attractive fashion at a total cost of \$750.

#### Homes Nos. 4 and 5

The two school practice apartments for white and colored, respectively, did not represent fully equipped houses, ready for occupancy by families, but various essential rooms of a house which might be studied and used as units by classes in home economics or home management. They were centers of special demonstrations during Better Homes Week.

#### PROGRAMS AND OTHER CAMPAIGN FEATURES

Although the Demonstration Homes focused the attention of the community throughout the campaign, the work of education did not stop with them. It is impossible in this account to record all the activities in which the Committee engaged to interest the people of Atlanta in home-improvement. There were many programs of lectures and discussion, which were in a sense among the most important achievements of the campaign. Very extensive Essay and Poster Contests, with 3,000 and 1,000 entrants respectively, were conducted for the school children. The Camp Fire Girls conducted daily demonstrations of home play, and one such demonstration was held at the negro home. Demonstrations of labor-saving devices were made at all of the Demonstration Homes.

Each Better Home was opened with special services of dedication. Other observances

conducted during the week included Garden Week, Health Week, Child Health Week, Peace Day, Americanization Day, International Relations Day, and special Days at Demonstration Houses for various groups and organizations.

#### COMMUNITY COOPERATION

It can safely be stated that every citizen in Atlanta who can read and takes any interest in his community was reached by the Better Homes Committee. A large proportion of the population had a share in the work of the campaign, either through their own efforts or through those of an association to which they belonged. The Mayor proclaimed Better Homes Week, and the City Council and other city officials gave their active support. All the churches cooperated heartily, and a great amount of special work was done by school children, with the enthusiastic cooperation of the school authorities. Every organization of a civic, commercial, or industrial character is said to have endorsed and cooperated in the campaign.

#### PUBLICITY

As in previous campaigns, an enormous amount of publicity was secured for the campaign, largely because of the generous attitude of the Atlanta newspapers. By actual count there were 161 columns of news printed in the three papers. In addition, 141 pictures were published, and one of the papers issued a special Better Homes edition. There were also articles in magazines, most of these having a local circulation. "Opportunity," a journal of negro life, in its June issue contained an article by the leader of the Neighborhood Union, a community organization of negroes in Atlanta, telling of the Better Homes Campaign. A local radio station held a special Better Homes program, and the Department of Visual Education of the Public Schools cooperated in lending a camera and photographer, who took a reel of film illustrating the progress of the Better Homes Campaign.

#### HOME-BUILDERS' CLINIC

One of the important features of the Atlanta campaign was a Home-Builders' Clinic, in which a committee of bankers, builders, architects, and others could be consulted by prospective home-builders or home-owners without charge.

#### SANTA BARBARA, CALIF.

The committee for Santa Barbara, which was led by Miss Pearl Chase, shared first prize among city committees with Atlanta. Like Atlanta, Santa Barbara had five Demonstration Houses. There are many points of resemblance, indeed, between the



Another view of Demonstration House No. 1 at Santa Barbara, Calif. Note the irregular flags in the walk, the planting, and the open porch at the rear

two campaigns. Each was a *community* undertaking in which a very large proportion of the population participated. In Santa Barbara, as at Atlanta, the emphasis of the whole demonstration was upon its educational purpose, and it was welcomed by the families of the community as such.

The Santa Barbara Committee included a number of people with experience in social undertakings. In every detail the report of the campaign gave evidence of this experience and of a commendable scientific spirit in attacking the problem of improving housing conditions and home life.

Members of the Better Homes Council included representatives of the city government, the Community Chest, the Recreation Center, the County Federation of Women's Clubs, the Ministerial Union, the Federation of Parent-Teachers' Associations, the Social Service Conference, the Central Labor Union, the Building Trades Council, and the Community Arts Association. All these organizations endorsed the Better Homes Campaign, and their members joined heartily in the work.

In addition to the Better Homes Committee and Council, an Advisory Committee was also formed, including the presidents of cooperating organizations—service clubs, women's clubs, social agencies, civic and commercial organizations, and religious and academic groups.

Fourteen subcommittees were appointed to carry on the work of the campaign and to be responsible to the General Committee.

### THE DEMONSTRATION HOMES

The houses demonstrated by the Committee were naturally the most interesting features of the campaign. Three of them were fully furnished and equipped; the other two were not furnished, but were shown to the public as interesting examples of exterior design, and to illustrate the sort of house that can be built at certain costs.

#### House No. 1

The principal Demonstration Home, House No. 1, was called "The House That Budget Built." It was planned and built by the Committee expressly for Better Homes Week. It contains six rooms on its one floor, well arranged for convenience and comfort. The exterior, which is covered with wood siding, is most attractive. The lot was carefully



Another view of the living-room in Demonstration House No. 1, Santa Barbara, Calif. The furnishing of this room was very carefully and effectively done. All the furniture and equipment cost \$325. The charm and comfort of the room are quite evident.

planned by a landscape architect and was planted according to his design. The cost of the house itself was \$6,109; the value of the lot was \$2,212; the total cost, including a garage, the improvement of the lot, and all fixtures was \$9,343. The Committee showed how, by using a slightly smaller floor-plan which would permit an addition, and by effecting other economies, \$1,099 could be saved in the construction of the house.

This house was furnished at a total cost of \$1,592.10. Each article of furniture, with its price, was listed in a booklet distributed by the Committee.

#### House No. 2

This little house, containing three rooms, was built at a total cost of \$1,544.90. The cost of furnishing it was \$394.67. This house was intended for a small family of very limited income; some of the furniture was second-hand. The other furniture was very inexpensive, but neat and attractive.

#### House No. 3

House No. 3 was really three houses. It represented a clever use of a steep hillside lot and is in three units. On the street level is a complete apartment on one floor. Under the same roof, but above and back of this apartment, is another which is, in effect, a separate house. Further up the hill is another apartment, detached from the other two. The cost of the last-named apartment was \$2,100; for the lower building, \$6,360.

These apartments were not furnished by the Committee, being already occupied by their owners, but they were demonstrated during Better Homes Week.

#### Houses A and B

House A is an unusually attractive brick veneer cottage of rural type, fitting admirably into its surroundings, the most remarkable of which is a large live-oak tree which overhangs the roof. The value of this five-room house, exclusive of the lot, is between \$6,000 and \$7,000.

House B contains four rooms and is built of adobe. The adobe bricks were made on the lot, and the progress of construction was interestingly shown by photographs taken at different stages of the operation. The value of this house and lot is said to be about \$6,500.



Bedroom of Demonstration House No. 2, Santa Barbara, Calif. This room was furnished at a cost of \$69.27

### Architectural Standards

The people of Santa Barbara take keen interest in the improvement of standards of exterior design in small houses. Some time before the Better Homes Campaign, the Community Arts Association held an extensive Small House Design Contest, and an exhibition was made of plans and models of houses and landscaping designs submitted. To follow up the work begun by the Association, and to emphasize the importance of attractive exteriors, the Committee printed a list of small houses in Santa Barbara as representative of the best to be found. This list was included in a local Guidebook distributed by the Committee.

### SANTA BARBARA'S GUIDEBOOK

This pamphlet contained excerpts from the 1925 Guidebook of Better Homes in America, with statements as to the purpose of the Better Homes movement in general, and the Santa Barbara campaign in particular. Each of the Demonstration Houses was described in detail, and the furnishings of Houses No. 1 and 2 were all listed, with their costs. The costs of building the demonstration houses were given, and the scheme of financing described in detail. In addition, the Guidebook contained comments on conditions in the building trade in Santa Barbara, notes on family budgets, lists of books and magazines suitable for children, and suggestions on housing programs for municipalities.

### PROGRAMS

During each day of Better Homes Week, carefully considered programs of lectures and discussion were held under the direction of the Committee. The lectures were given by specialists on various subjects related to home improvement, and were eagerly received by the community, about 2,500 persons attending the meetings.

In addition to the lectures, three exhibits were arranged: one at the recreation center; another, displaying articles for the home carried by Santa Barbara merchants; and a third, an educational exhibit arranged by city officials, the Community Arts Association, the Chamber of Commerce, the Teachers' College and public schools, and social service agencies. About 3,000 people attended these exhibits.

In addition to the 5,500 persons attending these features of the campaign, 9,500 visited the five Demonstration Homes during Better Homes Week.



Living-room of Demonstration House No. 2, Santa Barbara, Calif. This room was furnished at a cost of \$129.32

### PORT HURON, MICH.

Port Huron again had as Better Homes Chairman Miss Elizabeth Carlisle, who had served in that capacity for two years. In 1923, the Better Homes Committee had won first prize. Adverse local conditions made extensive participation in 1924 impossible, but interest in the Better Homes movement was kept alive, and when the 1925 campaign began the whole city was eager to participate.

Miss Carlisle is head of the Civics Department of the Washington Junior High School, and believes that participation in a Better Homes Campaign serves as an excellent project in civics work. She wrote Publication No. 2 of Better Homes in America, Civic Effectiveness, in which she explained how students in civics classes organized the Port Huron Better Homes Campaign of 1923.

When the 1925 campaign began it was again decided that the Better Homes demonstration should be left in the hands of the civics classes under Miss Carlisle's leadership. But this campaign, besides being more extensive, was to have a further significance for the educational development of the city. It was planned to build a home on city land which should be part of the permanent school establishment. This house should be a School Practice House, to be used by successive classes in home economics as a center for training girls in the methods of home-making. The project was threefold: the students would learn all about the complex problem of building a house; they would gain valuable knowledge of the importance to the city of such a civic undertaking; and they would supply the city with a permanent and useful addition to the school equipment.

The school children carried out the whole project. Their first act was to enlist the assistance of the Board of Education. Upon their recommendation the Board appropriated the sum of \$5,000 to be used in building a School Practice House. In addition, the Board granted permission to build a house on the grounds of their school.

Having been allotted a definite sum with which to build a house, the pupils were confronted with the same problem which every prospective home-builder has to meet. They had to decide upon plans which would be suitable for their imaginary family of five, and yet within the means of a modest income. The children worked out their own plans, and, as is usual, found that a house built on these plans would cost too much. After consulting with an architect, plans and specifications were finally decided upon, and bids were asked. The contract was finally awarded on March 16. Construction began on March 20, and on May 11 the house was ready for occupancy. Throughout the construction and furnishing of the house, the pupils followed every detail. Student committees chose the furnishings and decorations.

Merchants, clubs, business and civic organizations, and individuals, impressed with the value of this School Practice House to the community, were anxious to share in the expense of furnishing. Most of the articles of furniture and equipment were given and were carefully selected to be in keeping with the house. These gifts are evidence of the extent to which the Better Homes Campaign appeals to the people of Port Huron.

The children themselves made presents to the house, in addition to the time and effort they gave to it. They decided to place permanent gifts in the home paid for by money they had earned. In all, the sum of \$70 was gathered by the class treasurers. The reports of activities by which the money was earned included virtually every job that a school boy or girl could do, and indicate graphically the interest the children had in their demonstration, and their desire to make it successful.

Other classes in the school participated in the campaign. As stated above, the students of the school, organized in committees, chose the furnishings. The boys of the Manual Training Department made a cedar chest, a tool-box, and a table for the house. The English Department, with the cooperation of the Public Library, selected the books for the library. Students of the English classes also earned money to buy the books chosen. Boys of the Vocational School completely wired the house for electricity. Girls of the Home Economics Department earned money to buy material for a layette which they made and demonstrated in the nursery of the house. These girls also made a list of necessary equipment for the kitchen.

### THE HOUSE

The overall dimensions of the house are 35 feet, 6 inches by 28 feet, 2 inches. In type, it is what is known as a Dutch Colonial house. Although the shape of the roof and the broad dormers front and rear give the impression of a comparatively low house, practically it is of the efficient square box type, with a sun-parlor on the side. This square main portion is 25 by 24 feet.

The front door leads directly into the living-room, which measures 21 by 12 feet.

To the right is a coat-closet and straight stairs leading to the second story. In the middle of the opposite wall is a fireplace, flanked on the right by book-cases, and on the left by wide French doors leading to the dining-room. Access is had to the sun-parlor (which measures 10 feet, 6 inches by 15 feet) through French doors from both the living-room and dining-room. The dimensions of the latter room are 12 by 12 feet, 6 inches. As one enters the dining-room from the front, the door to the kitchen is on the right. Attached to the rear of the house is a shallow ell of one story providing space for the refrigerator, breakfast nook, and a closet containing a washstand with running water. The kitchen entry to the house is in the side, and permits access to the cellar as well as the kitchen, by stairs directly beneath the front stairs leading from the first to the second story.

On the second floor is a short hall running half-way across the house. Just to the right, at the head of the stairs is a good-sized bathroom. Directly opposite is the door of the main bedroom, a large room running the full width of the house and having two generous closets. The other rear corner of the house is occupied by another bedroom, 12 by 12 feet, 6 inches, having doors which lead into the hall and front bedroom.

There is a basement underneath the main portion of the house. The furnace is located here. It is of the warm-air type, and quite adequate to heat the house. In the basement also is located a gas hot-water heater of the automatic kind which supplies instantaneous hot water at all times. There is a toilet in the basement and also a set of enameled laundry tubs.

#### PROGRAMS

Very comprehensive educational programs were conducted during Better Homes Week. The demonstration of the house which school children had secured and furnished, and which they were going to give to succeeding classes of school children, was, of course, the feature of the Better Homes Campaign which appealed most to the imagination of the people of Port Huron. The observance of Better Homes Week therefore began with dedicatory exercises. The importance of the study of home improvement, however, was so keenly felt, that on every day during the week addresses were given, and discussions suggested by these were conducted. The general subjects of these meetings were "The Social Life of the Home," "The Economics of the Better Home," "The Wise Use of Leisure Time," "Better Books in the Home," "The Higher Life of the Home," "The Correlation of Home and Community Life," and "The Better Home—A Community Asset." Some of these meetings were held at the Demonstration Home, others at auditoriums. At many of them concerts of home music were given.

It will be seen from the foregoing that the Better Homes Campaign in Port Huron was an undertaking which appealed to the interest and pride of all citizens. A large part of the school population had a vital personal interest in it, and there is no doubt of its great value to these children, and to their families. Through the actual example of a Better Home, and through the programs held, a great many of the parents also became interested. The work of the boys and girls under Miss Carlisle's direction was of educational value, not only for them but also for the adults interested in the problem of securing and maintaining a home.

Over 8,000 people visited the Demonstration Home and attended the meetings. So great was the interest aroused that it is planned to conduct a similar campaign in 1926, and to erect a permanent School Practice House for another Junior High School.

#### BIRMINGHAM, ALA.

Mrs. Hunter Armstrong was chairman of the 1925 Better Homes Committee in Birmingham. Starting to organize her Committee only eight weeks before Better Homes Week, Mrs. Armstrong developed a community enterprise which interested a large part of the population. A woman on her Committee, Mrs. W. S. Terry, planned a house and assumed the responsibility of financing its construction on a lot in an attractive new residence section, conveniently located about half-way between Birmingham and Ensley. Work was started on the house the last week of March. That it was ready for demonstration on May 11 is evidence of the admirable spirit and efficiency of the Committee.

The house contains seven rooms and is of frame construction, the outside walls being covered with gray shingles. Its proportions are excellent, since it is a good example of the New England Colonial type of house; its appearance is very attractive. The cost of building it was \$5,500, although it is stated that by the substitution of pine flooring on the second story, less expensive hardware and plumbing fixtures, and by other changes it could be duplicated for \$5,000.



Seven-room Demonstration House at Birmingham, Ala., 1925. This very attractive house was planned by a member of the Birmingham Committee, with the technical advice of an architect who drew the final plans. Its cost was \$5,500. It is estimated that by exercising certain economies it could be duplicated in that vicinity for \$5,000.

The front door of the house leads directly into the living-room, which is of generous proportions, measuring 12 by 22 feet. In the back wall of this room is a large fireplace. In the corner opposite the front door are stairs leading to the second story. At the end of the room, to the left, is a porch, 9 by 11 feet. At the opposite end, directly to the right, as one enters the front door, is a door leading to a cozy library. Back of this room is the dining-room, with direct access to a kitchen measuring 8 by 14 feet. This is directly behind the living-room, and should a coal range be used, use can be made of the main chimney of the house. The kitchen is very well equipped and well arranged, having two windows over the sink, which is flanked by double drain-boards. Leading from the kitchen is a glassed porch which serves as an entry and also as laundry, since there are two stationary tubs in it.

On the second floor are three good-sized bedrooms, each conveniently planned, and each with a large closet. The bathroom is of good size. Opening from the hall is a linen-closet.

It was determined to furnish the house on a strict budget, the limit to be \$1,325. A budget was drawn up setting a limit on the cost of furnishing each room in the house, and this was carefully followed. The furniture used was lent by Birmingham merchants. A particularly interesting fact about the furnishings is that one of the bedrooms was furnished by the Girl Scouts as a girl's room, and another by the Boy Scouts as a boy's room.

About 9,000 persons visited the Demonstration Home; it was stated that 2,000 attended the demonstration in one afternoon.

Although the house demonstration was the central feature of the campaign, many educational programs were conducted. The purpose of the Committee was to assist all families of moderate means to own attractive homes, and to maintain them on a high standard. Throughout the campaign the educational nature of the work was kept in mind and emphasized. Meetings were held at which were given numerous lectures on subjects of interest to home-owners. Demonstrations of labor-saving devices were made, and booklets containing valuable studies of budgets were distributed. A budget for a family of four, with an income of \$225 a month, was printed. Two demonstrations of



Excellent kitchen in Demonstration House at Greenville, S. C., 1925. Note the enamel-top work-table with large drawers and attached stool. Also sink with swivel faucet, and two enamel drain-boards directly underneath the window.

home play were given, and several concerts of home music arranged. The house was open to the public with dedication exercises, at which a pageant was presented.

The Committee secured the hearty cooperation of the city government, the churches, schools, and merchants, and the women's clubs. Better Homes Week was proclaimed by the City Commission, and a large amount of publicity was secured, so that it is safe to say that practically everyone in the city knew of the Better Homes Campaign.

### GREENVILLE, S. C.

The Chairman of the Greenville Committee, Mrs. Andrea C. Patterson, is a member of the Women's Bureau of the Chamber of Commerce, which was in charge of the demonstration, as it has been in previous years. The Committee was unable to carry out its original plan of reconditioning an old house as a demonstration, but secured the cooperation of a real estate dealer who was building a house to be sold on the installment plan. The plans and finish of the house were decided upon jointly by the prospective owner, the architect, and the Better Homes Committee.

The lot upon which the house was erected measured 50 by 150 feet, and is valued at \$1,200. A very attractive six-room house of frame construction was built. It is stated that it can be duplicated for about \$3,850. First-class workmanship and finish were stipulated throughout the house.

The lot was naturally beautiful, being shaded by large trees. Its size made possible

very effective planning and planting, and not only were shrubs and flowers laid out around the house, but a vegetable-garden was made, and planted.

The greatest amount of interest in the house was displayed by the people of the community. Many visitors came from rural districts surrounding Greenville, and among the 2,000 people who registered at the house there were representatives of fifteen cities and twelve states outside of South Carolina. In addition to the house demonstration, the Committee arranged very effective programs of lectures, and an essay contest was conducted with between 200 and 300 participants.

The Mayor of Greenville, the schools and churches, the Boy and Girl Scouts, many civic organizations, and merchants and business concerns—all contributed to the success of the campaign. Considerable newspaper publicity was secured by the Committee, and it is felt that the demonstration had a very considerable influence throughout the community.

### NEW ROCHELLE, N. Y.

The Better Homes Committee at New Rochelle, of which J. Albert Mahlstedt was chairman, was confronted with a difficult problem peculiar to large suburbs close to metropolitan cities. The city is built-up to its boundaries, which on two sides touch other built-up cities. The two remaining boundaries are Long Island Sound on the south, and, on the north, a line of large private estates which are held at prohibitive prices. There is, therefore, not room to expand into an area unoccupied by houses in which land values are low, as there is in most cities.

Nevertheless, encouraged by the success of the 1924 Better Homes Campaign in New Rochelle, and conscious of the advantages accruing to the community from a campaign, the Committee set out early to plan a most comprehensive program. Three houses were secured for demonstration purposes and three apartments were furnished. One of the latter was intended for a negro family. Two of the houses were valued at \$30,000 and \$16,000 respectively, and therefore could not be considered by the Committee on Awards.

The third house, containing six rooms, was valued at \$10,000, and a scheme for purchase was devised whereby the prospective owner would pay a small amount at the beginning of the transaction and then pay \$100 a month. At the end of ten years he would own the house in fee simple.

Of the three apartments, two rent at \$100 a month. One of these contains three rooms, the other, the negro apartment, contains six. The third apartment was similar to one of the demonstrations at New Rochelle last year. It was called "The House of Thrift" and was intended for the family of an unskilled worker with a small income. Three rooms were fitted out in the house occupied by the American Legion, and comfortably furnished at small cost. The rental for this apartment was not estimated. The six-room house and the six-room apartment for negroes were the most interesting and instructive demonstrations made by the New Rochelle Committee since these were within the range of modest incomes. It should be noted that the Committee was careful to work out budgets for the incomes of the different types of families which would be likely to occupy all the houses and apartments. Care was also taken in securing furniture compatible with the costs or rentals. The negro apartment was furnished for \$495.

More remarkable than the house demonstrations were the programs arranged by the New Rochelle Committee and the extent to which the whole community was engaged in the campaign. A great amount of publicity was secured, and 86 local organizations cooperated. Numerous special meetings were held, with programs of lectures and discussions on home ownership, the financing of household expenses, home decoration, and other subjects relating to the home. Among these one of the most noteworthy was a symposium on the man's part in the home, which was suggested by a magazine article by Secretary Hoover.

The Mayor proclaimed Better Homes Week in New Rochelle, and all the churches devoted particular attention to it. Very intensive work was planned and carried on in the schools. Special exhibits of the work done by the school children in connection with the campaign were made, and this work benefited not only the children actually engaged in it but also the thousands who visited the exhibits.

The extent to which the community was interested in the campaign is evidenced by the fact that 9,500 persons visited the houses, 500 people viewed the exhibit of material relating to home improvement and home ownership at the library, 400 came to special meetings of the Parent-Teachers' Association, and hundreds of others participated in other meetings and programs.

This extensive community undertaking cost the Committee only \$160.

### CLEBURNE, TEXAS

The Chairman at Cleburne, Mrs. F. R. Pettengell, reported very widespread cooperation in the community. Cleburne won Honorable Mention in last year's campaign, and the Better Homes Campaign is an annual affair which interests the whole city. This year's campaign was conducted under the auspices of the Magazine Research Club.

The Committee began work on March 1. They secured the active support of a builder who agreed to construct a house according to plans selected by the Committee, with the advice of experts from the University of Texas. A seven-room brick house was built, which cost \$6,800. The furniture and interior decorations of the houses were selected under the direction of the head of the Home Economics Department of the university, and an art specialist in the department. All the furnishings and equipment cost \$3,000, a rather high figure, but this includes the cost of a grand piano, an item which might well be omitted from the budget.

A large number of newspaper articles on the campaign were printed, and every civic and governmental organization participated actively. So effective were the Committee's efforts to interest the people that over 2,000 visited the house; 567 attended in one afternoon. These figures are remarkable when it is considered that the population of the city is about 15,000.

An unusual feature of Cleburne's demonstration was the distribution of a booklet prepared especially for the campaign, setting forth the purpose of the demonstration, acknowledging the cooperation of all who gave their services to the committee, and containing helpful suggestions on home decoration. Another booklet on household budgets was also distributed as part of the educational work of the campaign.

### ROANOKE RAPIDS, N. C.

Roanoke Rapids is a community of 3,500 people. Most of its inhabitants, as well as those of Rosemary, a nearby village, work in the local mills. The people of the entire surrounding industrial district, some 7,000 in all, shared in the benefits of the demonstration.

Mrs. F. M. Brown, the Chairman, began work on the campaign early in January. She immediately enlisted the support and cooperation of Miss Bernice Allen, County Home Demonstration Agent. Other prominent men and women consented to serve, and a highly organized General Committee was formed, with numerous subcommittees, each under a responsible chairman.

The most impressive feature of the demonstration was the house, which the committee borrowed and furnished. The actual cost of building was \$4,000, a remarkable



Mr. J. E. Rainer, Jr., the owner of this house near Hattiesburg, Miss., built it with the assistance of his father. The total cost was \$175, which was spent on odd lengths of timber. Mr. and Mrs. Rainer planned and planted the garden. The owner states that he received his inspiration and encouragement to accomplish his task from the Better Homes movement.



Living- and dining-rooms in house of J. E. Rainer, Jr., near Hattiesburg, Miss. The house was built by Mr. Rainer and his father. With the help of his brother-in-law, he made most of the furniture, at a total cost of \$25 for material.

figure when it is considered that the town has no sewer system or public water system, and drainage and a water pumping system had to be installed in the house. These and the central heating arrangement were included in the above cost. The house contains five rooms with a hall, breakfast-room, and bathroom. It is well built, of good material. Although all the rooms are on one floor, they are so arranged that the sleeping quarters are separated from the kitchen and living quarters. The proportions of the rooms are generous, the living-room measuring 16 by 18 feet and the dining-room 16 by 15 feet. The over-all measurements of the house are 36 by 41 feet. There is a cellar under the whole house; the foundation is of concrete. While there is room in the second story for two bedrooms, these were not finished.

In furnishing the house, the Committee kept in mind the requirements and resources of the average family of five in the locality. The goal of the Furnishings Committee was expressed as "comfort, economy, and good taste." In the task of furnishing this Committee saw an educational opportunity and pointed out that so far as possible they used materials which were produced locally. Bed linen and materials for curtains which are made in the local mills were used, and all furniture and rugs were secured from stores in the community. The furnishings for the house actually cost \$1,311.50. Great care was taken in demonstrating the house to visitors to emphasize the simplicity of the furnishings and the care with which each article had been chosen for beauty, durability, and low cost. For example, hangings of quiet colors were chosen as being more likely to last well than brighter ones.

Through its publicity measures the Committee succeeded in interesting practically the whole community. A large amount of space was devoted to the campaign in local and nearby newspapers; announcements were made in churches and schools, and four-minute speakers addressed theatre audiences. The mayor proclaimed Better Homes Week and the Ministerial Association endorsed the campaign. Every civic and social organization in the community supported the campaign.

Although the house was the most important means of educating the community, many contests were held to arouse interest in improvement of home gardens, kitchens and other features; to encourage the building up of home libraries; and, in particular,

to get children interested in all aspects of home improvement. One of the most interesting features of the campaign was a Community Sing attended by 700 people. A Community Picnic was also held, with great success.

Over a thousand persons visited the Demonstration Home. That these people carried away valuable lessons is attested by the Chairman, the County Home Demonstration Agent, and many officials and individuals in the community. Miss Allen wrote, in commenting on the campaign, "People seemed to catch the spirit of the movement, for they did not hesitate to ask questions about the house and its furnishings. People in town and country have started rearranging and refinishing houses and furniture, and building labor-saving devices which they saw in the Home. All I can say further is 'It was a success and more than worth all time and effort spent.'"

The District Home Demonstration Agent, Miss Estelle Smith, wrote to the chairman, "As for the home, I can truly say that while I have had the pleasure of seeing eight homes furnished by commercial firms as 'Better Homes,' yours surpassed any in good taste, simplicity, and practicability. . . . What a pleasure it must have been to those mill people to view this daintily furnished home—so comfortable and restful."

### GAITHERSBURG, MD.

The Chairman of the Gaithersburg Committee was Mrs. G. A. Chadwick. The Committee began work on the campaign at the beginning of April; in the six weeks between that time and Better Homes Week they arranged an educational project which reached every person in the community. Gaithersburg is a small town, not far from Washington, D. C., and although it is not a suburb, is to some extent dependent on the larger city. It is essentially a town of homes, yet the Committee felt that the people would appreciate the opportunity of learning of ways to own their homes and to make them better. They also had in mind the people of the surrounding rural districts. Their belief was justified, for over 800 persons registered at the Demonstration Home, and many more visited it who did not register. The population of Gaithersburg itself is 800.

Being a small community, Gaithersburg has no chamber of commerce or other organization of business men. The chief support which the Committee had was the Women's Club, members of which worked actively in the campaign, and which defrayed the expenses from its treasury. The Better Homes Committee was organized in the way suggested in the Guidebook; subchairmen were appointed for Finance, Furnishing and Equipment, Publicity, and Programs.

A recently completed house was borrowed to furnish and demonstrate. It stands upon a lot 64 by 240 feet, which contains fruit trees and plenty of space for flower and vegetable-gardens. There was so little time between the completion of the house and Demonstration Week that it was not possible to plan and plant the gardens.

The house is so situated that it is easily accessible to a bus line and within walking distance of the shops and railroad station.

The ground floor of the house measures 29 by 37 feet, and is well planned, with large closets and no waste space. It contains an entrance-hall, living and dining-rooms, a kitchen with a large pantry, and a breakfast-porch. There is also a generous front porch extending the width of the house. Upstairs there is a large bedroom in the front with four windows, which measures 20 by 10½ feet. A passageway leads across the house just back of this, opening into the bathroom at the end, and with doors leading off into two other bedrooms. One of these bedrooms was unusually interesting. It was called the "Economy Room," and was furnished at an expense of about \$10. A small iron cot was the only new article in the room, with the exception of curtains and draperies. A dressing-table, covered with cloth, was made of a packing-case and an old piano stool which had been painted, formed the seat. Old kitchen chairs and a tabouret were painted and completed the furniture of the room.

The furnishing of the house was done in excellent taste, but with the idea of simplicity and low cost always in mind. The result was most attractive. The Committee determined to furnish the house for \$1,000, if possible; the total for which all the articles could be duplicated was \$986.25. The Committee on Furnishings issued a statement showing the cost of each article, and the cost of furnishing each room of the house.

The Committee on Programs planned an excellent series of talks to be given on each afternoon and on two evenings of Better Homes Week. The subjects announced were calculated to interest those who owned their homes and those who hope to do so. There is every evidence that much interest was aroused and that the lectures have resulted in definite benefits to many families.

In addition to these lectures, there were musical programs every day during the

week, a service of dedication at the opening of the Better Home, and a contest to submit the best practical suggestion for home improvement.

The schools of Gaithersburg, although there was no special work planned for the pupils, had a share in the campaign. The children of the High School assisted with musical programs, and the superintendent of schools gave his hearty support to the Committee. Several teachers assisted by giving talks.

The Boy Scouts participated in the flag-raising and dedication exercises.

All the churches, through the efforts of their members, and by announcements, supported and assisted in the campaign.

Finally, the merchants of the village cooperated enthusiastically, lending articles and giving the use of their trucks.

There is no doubt in the minds of the Gaithersburg Committee that their demonstration was a worth-while undertaking for the community. One of the visitors to the house said to the chairman, "When I saw how much time, effort, and trouble you were putting into this thing, I questioned if it paid; but now that I have been here and seen the widespread interest and influence it has created, and know the results, I know it did pay."

The Chairman also states that three "economy rooms" are being furnished, a new interest has been aroused in improving and enlarging gardens, and other minor improvements have been made.

### BERGENFIELD, N. J.

Mrs. Ruth Blazer, Chairman of the Bergenfield Committee, determined early in the campaign to make her Committee representative of every organization interested in the welfare of the community. She was successful in securing the support of all departments of the borough government, the public and parochial schools of Bergenfield, and the high schools of Dumont and Tenafly, the clergy, newspapers, the Public Library, merchants and builders, clubs, and the County Home Demonstration Agent. The campaign was therefore a community project in a very real sense, and its success was largely due to this fact.

In February, local builders were invited to submit plans for a house to be built expressly for Better Homes Week. Plans submitted by Fred T. Eckes were accepted and the house was built in two months.

The schools contributed to the success of the campaign by conducting poster contests. The best posters submitted were widely used by the Committee as publicity. The schools also joined enthusiastically in essay contests on subjects relating to home improvement.

Throughout the campaign the Committee was able to keep its work in the public eye by the generous attitude of local newspapers. Altogether, 36 columns and 6 pictures relative to the campaign were published, in addition to a sixteen-page Better Homes supplement issued by the Bergenfield *Saturday Review*.

#### The House

The merits of the Demonstration House influenced the Committee on Awards in deciding to grant third prize to Bergenfield. Although the town is in the most thickly settled metropolitan district in the world, where building costs are certainly as high as anywhere else, it was found possible to erect a six-room house, adequate for a family of five, for \$6,800. The lot upon which the house stands, 50 by 100 feet, is valued at \$700. It may be fairly said therefore that this Demonstration House is within the means of a family with a moderate income.

In order to keep the cost of building down, such features of the more pretentious modern home as an open fireplace in the living-room and a sun-parlor were omitted. It was recognized that while these adjuncts are desirable, they are not essential. If it should be desired, they may be added without altering the plan of the house as a whole.

It is evident from this statement that the Bergenfield Committee set out to attack the problem of home ownership in a very practical manner. Some quotations from the statement of the Committee in the Better Homes Supplement, above referred to, are interesting.

"The Bergenfield 'Better Home' is built on a concrete foundation measuring 26 feet front and 22 feet deep, and it sets back 29 feet from the street line.

"From an entrance porch 8 feet wide and 4 feet deep, the front door leads directly into a living-room measuring 18 by 13 feet, 3 inches. A French door leads from the living-room to a side porch measuring 10 by 14 feet. Placed around the sides of the porch are four flower-boxes which also serve as a guard-rail for children.

"A unique feature of the living-room is a closet at the foot of the stairs for overcoats, umbrellas, overshoes, hats, etc. The closet has been made sufficiently large to include a window and is equipped with an electric light so that it may serve the dual purpose of an accommodation wardrobe closet and telephone booth.

"The dining-room measures 11 feet, 3 inches by 12 feet, 4 inches and is laid out with sufficient wall space to provide for the usual 10-piece dining-room suite. The living-room and dining-room are connected by a trimmed opening 8 by 7 feet.

"The kitchen measures 11 feet, 3 inches by 8 feet, 3 inches. The kitchen equipment has been placed to save steps. The refrigerator space is located at a point nearest the service entrance. Over the sink is a window facing east. Directly opposite the sink is the gas range, which is combined with a kitchen cabinet. The dish-closet is located next to the door leading to the dining-room. In the far corner of the kitchen are located a broom-closet and a clothes-chute leading to the cellar.

"The floor in the kitchen is of pine and has been specially treated with hot boiled linseed oil under the supervision of Miss Helen Powell, Bergen County Home Demonstration Agent.

"Stairs starting from a small platform in the living-room lead to a square hallway on the second floor, with the bathroom at the head of the hall.

"The master bedroom measures 12 by 12 feet, 4 inches; the children's bedroom, 12 by 10 feet; and a small child's bedroom, 8 by 8 feet, 4 inches. Each bedroom is equipped with suitable wall-space for a bed, two windows providing cross ventilation, steam radiator, electric light, double electric base receptacle, and an ample wardrobe closet lined with aromatic cedar. In the hallway there is a linen-closet and an extra closet, both lined with cedar.

"The rear or service entrance enters upon a platform which leads three steps up into the kitchen as well as five steps down to the cellar.

"The cellar equipment includes laundry tubs, clothes-chute, steam heating plant, and hot-water boiler with the gas heater. A coal-bin is built on the service side of the house to provide for six tons of coal.

"Another unique feature of this house is the 'children's garage'—a space underneath the side porch equipped with a swinging lattice providing a storage place for sleighs, children's wagons, scooters, kiddie cars, as well as garden tools."

In addition to the house demonstration the Committee arranged meetings at which comprehensive programs of lectures and discussions relating to home improvement were held.

About 4,300 persons visited the Demonstration House. Since the population of Bergenfield is somewhat less than 4,000, this is evidence of the success of the campaign. The fact that the campaign cost was only \$122 is proof of the generous public spirit of the community and the careful and intelligent planning of the Committee.

### OTHER CAMPAIGNS

The limited space in this Guidebook does not permit adequate discussion of the many excellent local campaigns which won Honorable Mention in 1925. To illustrate the fact that each of these had some feature of particular interest, a few are mentioned below.

At **Danville, Ky.**, the Committee reconditioned a small house which had been in bad repair. By planting the grounds and decorating the house inside and out, a neat, comfortable home was made. Photographs of this house, both before and after reconditioning, are shown on pages 30 and 31. The committee at **Bel Air, Md.**, had the active cooperation of the County Home Demonstration Agent, and although the Demonstration Home and many of the programs were held at Bel Air, the campaign was made interesting and valuable to home-makers all over the county. Comprehensive campaigns were held also in **Orange County, Florida**, and **Dallas County, Alabama**. At Orlando, in Orange County, six houses were demonstrated, and a successful campaign was conducted to encourage the cleaning-up and improving back yards and gardens. At **Wilkes-Barre, Pa.**, as in 1924, an effective demonstration was made by contrasting a workman's house which had been reconditioned and improved, and one which had not.

On pages 55 and 56 are photographs of a house built at **Hattiesburg, Miss.**, by a young man who was inspired and encouraged by the Chairman of the Better Homes Campaign there, to build his own home and furnish it through his own efforts.

At **Waltham, Mass.**, a two-hundred-year-old house was reconditioned as a permanent demonstration home for the Girl Scouts. At **Honolulu, Hawaii**, a "Little-House-On-Wheels" was built and taken from one community to another to show that houses could be built for \$1,000 which would be within the means of a native working-man's family. The demonstration at **Minneapolis, Minn.**, was in charge of the Federa-



*Courtesy of the U. S. Department of Agriculture*

Dining-room in Demonstration House at Aurora Hills, Va., demonstrated by the Home Economics Association of Washington, D. C., for the 1925 Better Homes Campaign. The total cost of furnishing this room was \$156. Note that the passway to the kitchen has four shelves.

tion of Women's Clubs, and a permanent Demonstration House in the heart of the city was given to the community. At Utica, N. Y., Greencastle, Ind., and Stockton, Calif., Demonstration Houses were built by school-boys. The campaigns at Albuquerque and Carlsbad, New Mex., had unusually fine programs of lectures, as well as demonstration houses. A very successful County Tour was conducted by the Committee at Corvallis, Ore., under the leadership of the Benton County Home Demonstration Agent, who was also Chairman of the Better Homes Committee. An interesting feature of the campaign at Sacramento, Calif., was a demonstration of a grass hut, an Indian tepee, a log-cabin, and a modern house, to show the historical development of homes. At Dover, N. H., the Community House was used for a demonstration, and was particularly interesting because of the antique furniture, and the original interior decoration, which was interesting not only because of its age but because of its intrinsic beauty.

#### SOME NOTABLE 1924 CAMPAIGNS

On the following pages are reprinted from last year's Guidebook accounts of some of the more effective campaigns in 1924. Kalamazoo was awarded First Prize in that year. St. Helena Island, S. C., was awarded a Special Prize for the best demonstration of a

School Practice House. Albemarle County, Virginia, had an unusually valuable demonstration of reconditioning an old farm house, and was awarded First Prize among communities of less than 10,000 population.

### KALAMAZOO, MICH.

The Kalamazoo campaign in 1924, was carried on under the leadership of Dr. Caroline Bartlett Crane, who was Chairman of the local Better Homes Committee.

The demonstration found its most noticeable expression in the Better Home on Westnedge Avenue, which is a through street connecting the Lincoln Highway and Dixie Trail on the south with the Mackinaw Trail and the Upper Peninsula. But the campaign had many other excellent features. Mrs. Crane called her first committee meeting on March 3. Ground was broken for the house, March 12. On May 12 the house was opened for demonstration and inspection. In this bald statement is a suggestion of the effectiveness of Mrs. Crane's leadership and the energy of her Committee. In that time plans had been drawn by Mrs. Crane and prepared for the workmen. A contractor agreed to build the house, waiting for payment until the house could be sold. A lot was secured for \$1,000, and the title made over to a member of the subcommittee on Finance. Finally, the house was built and completely furnished, and the lot landscaped.

The financing of the demonstration was arranged on a deferred credit basis, on the understanding that the house should be sold subject to a first mortgage loan through a building and loan association. In case the best offer in a sale of the house and lot should not prove sufficient to pay the creditors, the property was to be turned over to them, who should vote (with one vote for each dollar invested) on its disposition. The individual holding title to the lot was bound to turn it over to the creditors in this event.

These practical arrangements of financing, planning, and building required cooperation of the most disinterested kind, and such cooperation was forthcoming. It is to the credit of Kalamazoo that her business men and women were ready and eager to help in such a work, but the Better Homes movement can assume credit for having elicited such spirit and such energy even in a city where they were latent.

#### Community Participation

Preparation for the campaign had other social aspects. The whole community was in it. Much publicity was obtained through generous newspaper cooperation, through radio broadcasting, and through colored slides and announcements, shown at the moving picture theaters. A large number of civic and educational organizations gave active assistance. The Ministerial Association endorsed the campaign, and individual clergymen supported it by announcements from the pulpit, and in sermons.

The schools played a role of first importance in the demonstration. The departments of art, domestic science, and manual training made and exhibited articles for the home. One school produced a play to illustrate aspects of house decoration and furnishing. Demonstrations of home play and of a model playroom were made. An essay contest was held on "The Advantages of Home-Owning." The manual training departments of both the city schools and the Western State Normal School made articles of furniture and other equipment for the home. The high school band played at several meetings, and the Vine Street Boys' Chorus of forty voices gave three concerts. From the moment that plans could be obtained until the landscaping, decoration, and furnishing were completed, all the schools in the city made the Better Home the subject of detailed and exhaustive study. Many attractive posters were made by school children, as well as pasteboard models of the house and various rooms in it. These were exhibited in the special, non-commercial Better Homes Exposition, held under the auspices of the Committee in a public hall. The students in the domestic science departments of the public schools were given training in planning budgets, with a definite family and the Demonstration House in mind. Miss Beula M. Wadsworth, Director of Art in the public schools, in addition to supervising the making of posters and cardboard models, also gave instruction in decorating, using the Better Homes Demonstration House as a definite problem.

The parents of the school children were reached and prepared for the demonstration by other methods. Men's and women's clubs were addressed on subjects related to Better Homes. The Exposition, referred to above, was extensive, and enabled the Committee to demonstrate many features which the narrow limits of the demonstration house forbade showing there. Model kitchen and model library contests were held.

During Better Homes Week, lectures and programs of music were given at the Demonstration House and at the Exposition.

Thus the Better Homes Demonstration in Kalamazoo was a complex affair which drew into its circle of interest and activity everybody in the city. It was an opportunity to test the sense of community of its citizens. As it happened, the test turned out very favorably for this town of some 52,000 people, but its significance does not cease there; Kalamazoo has set an excellent example to other cities, larger and smaller.

### The House

The Demonstration House was the center of interest in the campaign. It was intended to be; that was the tangible goal toward which all these cooperative efforts were directed. And the house justified the efforts. The actual cost of building was \$7,483.71 (although a plan was drawn whereby economics could be effected to bring the cost to \$5,569). It is of a Colonial type and contains five rooms and bathroom. The outside over-all dimensions are 22 by 29 feet. Thus it is a small house, but it is well built and of good materials. It was planned for efficiency and comfort, with a family of parents and five children in mind. It was demonstrated that such a family could be not only accommodated, but made comfortable and happy within these four rather snug walls. One man who visited the house was skeptical, but when he left he called it "the biggest little house for its size in Kalamazoo" and that name stuck.

The first floor of the house contains three essential rooms, bedroom, living-dining room, kitchen, and the bathroom. A young married couple could live in the house without ever going up stairs (an obvious economic advantage: the second story need not be finished at first).

The designer of the house calls the downstairs bedroom the key-room of the house. In the plan it is called the mother's room, and it is true it was designed with her interests in mind. Entrance to this room is through the front vestibule, in the middle of the house. The room measures 10 by 11 feet. On the other side of this room are two doors, one leading to the bathroom, the other to the kitchen, which also has direct access to the bath. Behind the bathroom is a rear entrance hall, which contains the ice-box.

It will be seen that a mother, particularly one with a young baby, will find her work simplified and made lighter by this arrangement. While she is at work in the kitchen, the baby can be safely out of the way of harm and mischief, yet within easy earshot and only a few steps away from the sink or the stove or the ironing-board. The excellent closet provisions are better seen than explained. In particular, the reader's attention is called to the little coat-closet in the vestibule. Closets like this—even vestibules—are rare in such small houses.

The other side of the house on this floor is one big room 11 by 21 feet. There is no dining-room, but this room is big enough to set a table which will accommodate eight to twelve people in the end nearest the kitchen without disturbing the usual living-room furniture, and outside of meal-times the drop-leaf dining-table can be used as a study table, and the window seat behind it, on which children will sit during meals, as a lounge. This is an economy of space, and for some families a sensible one. Dining-rooms are used, perhaps, two hours a day; at other times they are usually waste space. In a house planned for a small income and a large family, such a solution of the problem as is presented by this plan is admirable.

In the second story are two bedrooms, each with a dormer alcove and each with windows on two sides, giving plenty of light and cross ventilation. Opening from the little passage at the rear is another dormer alcove, containing a lavatory and toilet, which need not be installed when the house is built. Each of the bedrooms easily accommodates two children and each has generous closet space under the eaves.

The cellar is divided into rooms by concrete partitions. One of the projects to economize in duplicating the house for \$5,500 was to substitute pillars for the partitions, but the division as shown on the plan is useful. The feature which is most unusual and attractive in the cellar, however, is the shower-bath in the laundry—for the boys to use on hot days or after hard work or play.

Between 17,000 and 20,000 people visited Kalamazoo's Demonstration House during Better Homes Week. There they were met by a corps of hostesses stationed in each room who led them through the house in a carefully planned itinerary, and explained the advantages of the arrangements. Although the house was planned and furnished for a family of seven, it was pointed out to visitors that the uses of the house were many, and that it was very adaptable. For example, a family of two might use the "mother's room" as a dining-room. A family in which there were two or three children under school age might use it as a nursery during the day, and use the large rooms upstairs

as bedrooms for the parents and children. The advantages of having the children at play conveniently at the mother's hand and yet out of the steaming kitchen could still be enjoyed. Each hostess was assigned a particular room, and exercised her imagination in explaining its possible uses in terms of the individual visitor's needs.

NOTE.—Mrs. Crane has published a full description of the Demonstration House at Kalamazoo: "Everyman's House," by Caroline Bartlett Crane. Doubleday, Page & Co., Garden City, N. Y.

### ST. HELENA ISLAND, S. C.

The decision to award a prize for the best demonstration of a School Practice House was not made until after the 1924 campaign had begun. That the decision was made must be cause for congratulation, because the demonstration made on St. Helena Island demanded special recognition in a special class.

This island, 18 miles long and 4 miles wide, situated not far off the coast at Beaufort, S. C., is inhabited almost exclusively by negroes. According to the chairman, Miss Grace Bigelow House, there are approximately 5,500 negroes and only 50 white people on the island. The negro population are stated to be descended from the first slaves to be liberated upon Lincoln's proclamation. There is no corporate government on the island, the only geographical divisions being the boundaries of the original fourteen plantations which existed long before the Civil War. There are organized churches, and "praise-houses" are scattered through the island. The white people on the island comprise bankers, merchants, and social workers. Most of the islanders are small farmers and own their homes.

St. Helena Island won a prize in the Better Homes competition in 1923, and in 1924 set out early to prepare to better their previous record. The work was centered around the students and teachers in the Penn Normal Industrial and Agricultural School, which is stated to be the first school for negroes in the South. The plans for a School Practice House were drawn by one of the boy pupils, inspected and corrected as to details by one of the teachers, and finally approved, after minor changes, by a New York architect. They called for a six-room, one-story cottage. It was desired to build a house which would be practicable on the island, and the estimate of the cost of the house made by the carpentry department of the school was \$1,520.70. As built, the actual cost was \$1,582.68. A saving was made in construction by utilizing some old lumber taken from a shed which had been torn down. A sentimental interest lies in this old lumber because some of it was originally used in the first Penn School building.

The six rooms comprise a living-dining-room, kitchen, bedroom, bathroom, nursery, and laundry.

The erection of the house aroused the most intense interest and enthusiasm. The registered attendance was 2,207, nearly half the population of the island. One old colored woman declared that "dayclean"—the island word for dawn—"had 'sho' come." Of all the rooms in the house, the bathroom and convenient modern kitchen were the centers of interest and enthusiastic comment. They showed the inhabitants how much pleasanter life might be made by a modern house, and the visitors all felt that they had in this house a model of convenience and comfort toward which they might strive in improving their own homes. The cost of the house, and how it might be financed and built, was made clear, and ways in which a house might be beautified at small cost by curtains, rugs, and chair-covers were explained. The result was to incite the ambition in all who saw the house to make their homes like this one. Many of the chairs and tables were home-made by the boys in the school, out of barrels and packing cases, and these caused the greatest surprise and admiration. Anybody could make a delightful chair out of a barrel and some bright cloth if he knew how; the Committee demonstrated how it might be done.

In addition to the house, the campaign in St. Helena Island had many of the features which marked campaigns elsewhere, such as sermons and lectures, contests, exhibits, and demonstrations. One feature was original and very useful in the Better Homes movement. A canvass was made of the island to note what had been accomplished for better homes during the year since the 1923 demonstration, and prizes were offered to the individuals or families who had made the greatest improvement in their homes. The results of this canvass were very satisfactory, showing the distinct value of the Better Homes movement. The man who won the prize was an ex-student of the Penn School and a war veteran. He had built and painted a new five-room cottage, made and whitewashed a fence, made his own porch furniture, and planted twenty-five fruit trees. The winner of second prize had remodelled his home, adding four new rooms, besides planting a new garden and twenty fruit trees, and buying new furniture. These examples of

improvement stood out, but it is recorded that the improvements on the island are general and obvious to anyone who travels in it.

Although St. Helena Island has no local government, the endorsement of the Mayor of Beaufort was secured and publicity was given to the campaign through the Beaufort newspapers, so that visitors came to the demonstration from near-by islands and from the mainland.

"As one goes around the Island he cannot . . . but see the great improvements that have been made, and all is the direct result of the Better Homes movement here on the island for two years. On 14 plantations visited, there were 26 new homes, 171 families who had made improvements of some kind since 1923, and 998 improvements made on and around these homes." (From the report of the Subcommittee on Publicity, St. Helena Island Better Homes Committee.)

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The Committee in **ALBEMARLE COUNTY, VIRGINIA**, in 1924, determined to demonstrate what could be done in reconditioning a farmhouse. To this end, a house was chosen in Charlottesville which, although it was not actually in the country, was better suited for the purpose, because it was centrally located in the county. The house chosen was seventy-five years old, had been abandoned, and had fallen into a bad state of disrepair. Shortly before the demonstration several alterations had been made and some of the rooms had been repapered. Before remodelling, the house had been bought for \$4,000. The house had originally been well built of brick, and was still in good fundamental condition; the demonstration showed how a small sum of money, well spent, might make a comfortable and attractive home of a house originally good which had become dilapidated.

The story of the reconditioning of the house is graphically told in the report of the Chairman of the Better Homes Committee:

"The work of the Committee and its assistants was to refinish walls, floors, wood-work, fireplaces, and mantles, and to provide hostesses for the week, and practically all of this was done by volunteer help of Agricultural Girls and women's clubs, not by professionals. The living-room and dining-room walls had been newly papered by the owner, and since we had both limited time and money, the Committee let them remain as they were. All the other six walls . . . were either papered or alabastined. The women and girls also finished the floors, painted the woodwork, repaired and painted the fireplaces and mantles, and made draperies for the whole house. . . . The actual money spent for paper, alabastine, paint, and draperies was \$75.60."

The needs of a farm family were kept in mind in planning the demonstration. The house was fitted with a farmer's office and a workroom for his wife. The kitchen was a large one and distinctly intended for a farm. The furnishing of this house was done in exceptionally good taste, thoroughly in keeping with the style of the house, and following the best American tradition.

The campaign had particularly complete community support. The city of Charlottesville, through its merchants and its organizations, cooperated, as well as the State and District Home Demonstration Agents, extension workers, the State Editor of *Extension News*, the Farm Agent, and such organizations as Home Demonstration Clubs, and Boys' and Girls' Agricultural Clubs.

#### STATEMENTS FROM 1925 CHAIRMEN AND OTHERS

The influence of the Better Homes in America Campaign upon American standards of building, furnishing, home-planning, and home-life, can, of course, not be estimated. Several hundred chairmen, however, have sent enthusiastic accounts to National Headquarters of the values and achievements of their campaigns. The following statements from chairmen have been selected to show the range of results noted by local committees and will, we hope, be interesting and inspiring to others who contemplate undertaking a demonstration for Better Homes.

"The results were most gratifying in all instances. Personally, I know of people who were stimulated to buy or start to build homes, especially several living in apartments. It is still too early to tell how far-reaching the results will be, but we know that they will be better than we had hoped."—Better Homes Chairman at **Tampa, Fla.**

"One hundred two homes screened and remodeled; 82 homes remodeled and made more attractive and convenient; 32 landscape-gardening projects begun and planned; 184 homes, emphasizing kitchens, made more convenient; 30 club girls' garden-and room-beautifying projects."—Better Homes Chairman at **Hartwell, Ga.**

"We feel that the practical problem for our home economics classes has been most worth-while, and the comment I have received from the merchants and town people has proved to me that the Better Homes Campaign in Ames has been a most successful one, and will have its influence for greater development and improvement."—Better Homes Chairman at Ames, Iowa.

"Our Better Home was really a home for the people of the whole county while it lasted and brought the rural and town people together as nothing else previous has done. The week was a bigger success than any of us dared hope, as our committees were so scattered. It all goes to show what can be done where there is real interest in the subject on hand."—Home Demonstration Agent at Bel Air, Md.

"From the questions asked, the comments and remarks, we know that the influence of 'Better Homes Week Campaign,' in Gaithersburg, has been widespread. For instance, the people next door screened their back porch before the week was over and converted it into a breakfast-porch. We also know of three 'Economy Rooms' in course of construction, besides gardens improved and new ones started, old jugs resurrected from attics and cellars and utilized, and many minor details too numerous to mention. We expect to have more concrete results later."—Better Homes Chairman at Gaithersburg, Md.

"The Better Homes Campaign, fostered by the Civic Department of the Woman's Club, is considered by both city and county to have been one of the very biggest co-operative movements put on in Greenwood. I feel the effort has already paid a thousand fold. People caught the spirit and went home to rearrange furniture, pictures, and flowers and then came again to compare and gain fresh inspiration. I noticed several women who were contemplating building homes came several times to take advantage of ideas of labor-saving devices in our home."—Better Homes Chairman at Greenwood, Miss.

"It is too early to report very definite results. It is believed that many individuals are more carefully planning for their homes, and furnishings and equipment. Others are planning their gardens a year ahead, some in anticipation of the prizes to be awarded next April. Children have been reported, at least temporarily, more considerate and helpful in the home. Several new backyard playgrounds and workshops have been fixed up... Several builders have secured improved plans or taken plans to architects for advice before starting new houses."—Better Homes Chairman, Santa Barbara, Calif.

"During thirty-three years' residence in Durango I have never seen a movement that was supported so unanimously and with such a fine spirit by all the people, and you certainly have reason to be proud of the interest you have aroused in community welfare... I would refer to the sentiment you have developed in the community as one which not only makes Better Homes, but makes Home Life Better."—President of the Durango (Colo.) Lumber Company.

#### BIBLIOGRAPHY OF BULLETINS PUBLISHED AND DISTRIBUTED BY BETTER HOMES IN AMERICA

1653 Pennsylvania Avenue, Washington, D. C.

A. Bulletins published by Better Homes in America—	Sales price
1. Better Homes in America Guidebook for 1924 Campaign.....	(out of print).....10 cents
2. Civic Effectiveness.....	5 cents
3. How to Furnish the Small Home .....	25 cents
4. Plan Book of Small Homes.....	25 cents
5. Additional Suggestions to Local Chairmen .....	(out of print).....
6. Home Music and Home Play.....	10 cents
7. How to Own Your Home.....	15 cents
8. Better Homes in America Guidebook for 1925 Campaign.....	15 cents
9. School Cottages for Training in Home-making.....	10 cents
10. Better Homes in America Guidebook for the 1926 Campaign.....	15 cents
A copy of each of the current Better Homes publications listed above will be sent without charge to each chairman. Additional copies should be paid for.	
A discount of 20 per cent is allowed to all members of Better Homes Committees.	
If you send for any of the above publications, make checks or money orders payable to Better Homes in America.	

B. Bulletins distributed by Better Homes in America to its local committees—

1. Through courtesy of United States Department of Agriculture:
  - (a) Chimneys and Fireplaces.
  - (b) Home Laundering.
  - (c) House-cleaning Made Easier.
  - (d) Floors and Floor-coverings.
  - (e) Well-planned Kitchen.
  - (f) Planning the Farmstead.
  - (g) Home Storage of Vegetables.
  - (h) The Farm Garden in the North.
  - (i) Home Gardening in the South.
  - (j) The City Home Garden.
  - (k) Farm Home Conveniences.
  - (l) Farm Plumbing.
  - (m) Farm Household Accounts.
2. Through courtesy of the Children's Bureau, Department of Labor:
  - (a) Backyard Playgrounds.
  - (b) A Brief Manual of Games for Organized Play.

Additional copies of the Government bulletins can be secured at 5 cents each from the Government Printing Office at Washington, D. C. Remittance must be made by cash, or by postal or express money order.
3. Through the courtesy of the Division of Building and Housing, United States Department of Commerce. (These publications will be sent only on request, as they will be of interest primarily to those committees which are demonstrating a house, or which are endeavoring to secure zoning legislation.)
  - (a) Recommended Minimum Requirements for Small Dwelling Construction, Report of Building Code Committee.
  - (b) Recommended Minimum Requirements for Plumbing in Dwellings and Similar Buildings, Final Report of Subcommittee on Plumbing of the Building Code Committee.
  - (c) Weatherproof Your House.
  - (d) Safe Construction of Built-in Garages.
  - (e) A Standard State Zoning Enabling Act. By the Advisory Committee on Zoning.
  - (f) A Zoning Primer. By the Advisory Committee on Zoning.
  - (g) Municipal Zoning Ordinances. By the Advisory Committee on Zoning.

### SUGGESTED CAMPAIGN OF PUBLICITY AND SAMPLE PROGRAM OF EVENTS FOR LOCAL BETTER HOMES CAMPAIGN

Below is a suggested outline of a campaign of publicity to be conducted by a local Better Homes Committee, together with a sample program of events for Better Homes Week. These suggestions are intended only as a guide: each committee will have problems and opportunities peculiar to its community, and will meet them as seems best in the circumstances.

#### PUBLICITY SUGGESTIONS FOR LOCAL CHAIMEN

1. Publish program of events, bit by bit, as details are worked out.
2. Print photographs of the process of constructing the house and planting of garden.
3. Describe local prizes which are offered.
4. Announce placing of signs on highways leading to the Better Home.
5. Conduct a Poster Contest and display of posters.
6. Publish interviews with members of local Advisory Council.
7. Give publicity to special features such as—
  - (a) Arbor Day planting.
  - (b) Laying cornerstone.
8. Arrange for five-minute talks at theaters, dinners, and clubs or similar gatherings.
9. Make slides for exhibition at movies.
10. Arouse interest and cooperation in neighboring towns.

### Newspaper Publicity

Early local publicity in connection with the demonstration you have planned for your community will bring forward offers of help in preparing the demonstration, will encourage workers whom you have already enlisted, and will tend to arouse local expectancy to a point where you will have a maximum attendance during demonstration week.

Better Homes in America is a strictly non-commercial, educational and civic movement supported by private and public funds. It does not serve the interest of any one group, but is designed to assist and improve the whole community. If you will go to see your newspaper editor, explain the independence and purpose of the movement to him, and give him the same mental background which enlisted your own services, you will find that he will become an enthusiastic supporter. He should serve on your committee if you can get him to do so, but above all he should be interested to give generous space for the weeks preceding the demonstration and during the period of the demonstration itself.

You can help your newspapers to help you by giving them information opportunely and in simple narrative form. Some vital points to remember are:

1. A meeting held on Tuesday afternoon is news only in the Wednesday editions of the daily newspapers. If it is held early in the afternoon and there is an afternoon newspaper in town its highest news value is that same afternoon. Do not send out news two or three days after the event, but keep a steady and up-to-date flow of information to the newspaper offices concerning important happenings in the campaign.

2. The press should be notified in advance of any important meetings, and if the newspapers are interested enough to send reporters, these reporters should be taken into the meetings, treated as honored guests, and asked for their advice, which will be valuable. It is unforgivable to ask a newspaper reporter to sit outside a closed door for two or three hours and wait until someone, who has no technical experience in judging news, condescends to come out and give him his version of what has been taking place.

3. If your appropriation permits and your city has two or three newspapers, it is well worth while to pay a local newspaperman a small part-time salary for work in his spare hours in preparing stories for the local press. He can have for the asking a file of the more important general stories which have gone out from National Headquarters, and to the information contained therein he will be able to tie up local facts and personalities.

4. Very little real news happens in the world on Sunday. Monday morning papers are always open to good material which reaches them early Sunday afternoon, or which reaches them Saturday with a "release date" for Monday morning.

5. A Sunday morning paper begins to be made ready for the press on Wednesday or Thursday. Some sections of the larger Sunday papers go to press as early as nine or ten days in advance of the date of publication. Ascertain the closing hours, or "dead lines" for your newspapers, and see that material reaches them in plenty of time for the editions in which you wish to see Better Homes stories.

6. It is worth while to send copies of your local stories to newspapers in neighboring towns. It will do your own city good from an advertising standpoint and will help stimulate national interest in Better Homes in America.

7. Some suggested subjects for campaign news stories follow:

- (a) City to have campaign.
- (b) Chairman names members of her committee.
- (c) Committee to have demonstration house.
- (d) Chamber of Commerce and other organizations endorse.
- (e) Mayor issues proclamation.
- (f) Program for demonstration week.
- (g) School cooperation.
- (h) Better Homes Sunday.
- (i) Special features.
- (j) Interviews:
  - 1. Superintendent of Schools.
  - 2. President of Women's Club.
  - 3. President of Chamber of Commerce.
  - 4. Better Homes Chairman.

**SAMPLE PROGRAM**

**NOTE.**—This program is printed merely as a suggestion to chairmen; it is not intended that it shall be followed strictly.

**Sunday, April 25, 1926**

Special Church Services with Sermons on Better Homes in America.  
Dedication Exercises at Demonstration Home.

**Monday, April 26**

Afternoon: Special Club Programs.  
Evening: Concert of Home Songs at Demonstration Home.  
Address and Discussion at Demonstration Home or Town Hall.

**Tuesday, April 27**

Luncheons of Men's Clubs on Better Homes Campaign and Local Demonstration.  
Evening: Demonstration of Home Play at Home.

**Wednesday, April 28**

Evening: Lectures and Discussion at Demonstration Home or Town Hall.  
Concert of Home Songs.

**Thursday, April 29**

Afternoon: Demonstration of Labor-saving Devices.  
Evening: Concert and Discussion of Better Homes Movement and its Importance to Local Community.

**Friday, April 30**

Evening: Program on the Value of Improved Standards of Home Life to the Nation.

**Saturday, May 1**

Evening: Concert and Program of Lectures at Mass Meeting in some auditorium.  
May Day Program of Child Health and Child Welfare, with appropriate demonstrations.  
Award of Prizes to Winners of Local Contests.

**QUESTIONNAIRE TO BE USED AS BASIS FOR REPORT  
ON BETTER HOMES WEEK**

(A copy of this questionnaire, on large sheets, will be sent to you during Better Homes Week. No matter what the extent of your campaign, this questionnaire should be answered as fully as possible and returned to National Headquarters not later than May 22.)

The answers to the questionnaire should be supplemented by a less formal report, in your own words. Other illustrative material such as posters, signs, family budgets, furniture budgets, proclamations used in the campaign, and the work of school children, will be useful to National Headquarters. It is emphasized also that photographs of your Demonstration House should be taken and that photographs of the exterior and interior of your Demonstration House as it was shown to the public be submitted with your report.

Town..... State.....

Name of Chairman..... Address.....

1. What is the population of your community?.....
2. Did you have a Demonstration House?  
 (a) Was it new or remodeled?.....  
 (b) Was it borrowed or planned and built by the committee?.....  
 (c) Was it a School Practice House?.....  
 (d) Was it a detached house, a semi-detached house, or a house in a row?.....

(Please send photographs of exterior and interior, and blue-print plans, if possible. Also state name and address of photographer. Photographs are essential if your demonstration is to be considered for mention by the Committee on Awards.)

- (e) How many rooms did it contain?.....
  - (f) What is the construction? (Brick, stucco, frame, etc.).....
  - (g) Was the house lot planned and planted?.....
  - (h) Was there a home garden?.....
  - (i) What was the cost of the house (exclusive of the lot)?.....
  - (j) What was the cost of the lot?.....
  - (k) What was the cost of the furnishings and equipment? .....
  - (It will be helpful if you can give the itemized cost of furnishing each room.)
  - (l) Was the house easily accessible to transportation facilities?.....
  - (m) What were the special features of the house?.....
  - (n) On what day did you open the house to the public?.....  
What was the last day of demonstration?.....
  - (o) How many people visited the Demonstration House?.....
3. Did you have contests, meetings with special programs, exhibits, or other forms of demonstration?.....  
If so, please list titles of lectures, subjects of discussion, and kinds of demonstrations held, on a separate sheet.
- (a) How many people visited these meetings or demonstrations?.....
  - (b) Did you have a Home Garden Contest?..... No. of Contestants.....
  - (c) Did you have a Model Kitchen Contest?..... No. of Contestants.....
  - (d) Did you have a Model Home Library Contest?..... No. of Contestants.....
  - (e) Did you have an Essay Contest?..... No. of Contestants.....  
(List titles of essays on separate sheet.)
  - (f) Did you have a Poster Contest?..... No. of Contestants.....
  - (g) Did you have a contest for the Best-kept House Lot?.....  
..... No. of Contestants.....
  - (h) Were any other contests conducted?..... If so, give subjects and number of contestants.....
  - (i) Did you have a concert of home songs or other home music on your program?..
  - (j) Did you have actual working demonstrations of labor-saving devices?.....
  - (k) Did you have a demonstration of Home Play?.....  
By what agency was it conducted?.....  
How many participated?.....
  - (l) Were there any special programs or meetings held?..... If so, please describe. (e.g., laying of cornerstone, dedication, pageant, etc.).....
  - (m) Did you have a home builders' clinic? (If so, please describe it in your report.)
  - (n) What other campaign features, mentioned in the Guidebook, did you carry out?.....
  - (o) Were there any new ideas in your campaign not mentioned in the publications of Better Homes, either in contests, publicity, or arrangement of the home, or any other feature?..... Please describe them.....
4. How much newspaper publicity was secured? (Measured by number of columns.)  
.....  
(A scrapbook of clippings is desirable.)
- (a) How many pictures were published in the papers?.....
5. Did you have posters, signs, and other kinds of publicity?.....  
Please describe.....
6. List the governmental, social, civic, and business organizations which cooperated with the committee. (If necessary on a separate sheet.).....
7. Was Better Homes Week proclaimed by the mayor or other official? .....  
(If so, please submit a copy of the proclamation.)

8. Did the schools cooperate in the campaign?.....In what way?.....
9. What boy and girl organizations cooperated?.....  
In what way?.....
10. What sort of cooperation, if any, was secured from neighboring towns?.....  
(List with each town the name of any woman there who might take charge of a Better Homes Campaign next year.).....
11. What was the cost of the campaign?.....  
How was the money raised?.....
12. How long did the committee work to develop the campaign?.....
13. What sort of arrangements have been made for following up the educational work of Better Homes Week?.....
14. What improvements have been noted in your community as a result of Better Homes Week?.....  
Is there promise of such improvements?.....  
(The answer to this question should be expanded into a supplementary report.)
15. If you held a Better Homes Campaign in your community last year what benefits have resulted from it?.....
16. What created the most interest in the campaign?.....
17. Are you planning to conduct a campaign in 1927?.....  
If so, what are your plans?.....
18. What week during the Spring do you think best for future Better Homes Campaigns?.....
19. Have you any other suggestions?.....

**NOTE.**—A supplementary report, not based on this questionnaire, and in the words of a member of the committee will be useful to National Headquarters. The chairman, or some other member qualified by intimate knowledge of the whole demonstration, should write this report. All reports should be submitted to National Headquarters with plans and photographs of Demonstration House by May 22, 1926.

## HELPFUL FORMS

### MAYOR'S PROCLAMATION

I,....., Mayor of the City of....., by the authority in me vested, do proclaim and set forth the week of April 25 to May 1, 1926, as "Better Homes Week."

The progress of a city, like the progress of a nation, is measured by the quality of its homes. The better the homes, the greater will be the effort to preserve them.

I, therefore, recommend that the earnest support of the people of.....be given to this campaign and that every family in the city seek an opportunity to see and to study one of the Demonstration Homes being furnished and equipped by the public-spirited citizens of this city.

Given under my hand and seal, this.....day of....., 1926.

.....  
Mayor of.....

### PROCLAMATION OF BETTER HOMES SUNDAY

WHEREAS, A Better Homes Campaign has been inaugurated in.....to encourage thrift and home ownership, to give helpful suggestions regarding the selection and building of a home, its equipment and management, and to emphasize the importance of the home in our national and community life;

WHEREAS, The movement has the cooperation of Mayor.....and more than.....civic, patriotic, commercial, labor, and educational associations;

WHEREAS, This is an effort to strengthen and improve the home and family life of . . . . .; Therefore, We, the pastors of . . . . ., in regular meeting assembled, do heartily approve and endorse the movement and agree to make Sunday, April 25, Better Homes Sunday in our churches.

(Signed) . . . . .

President . . . . . Pastors' Association.

#### LOCAL ADVISORY COUNCIL RESOLUTION

WHEREAS, A Nation-wide Better Homes Campaign has been launched with the endorsement of President Coolidge, other national public officials, and several national civic, and educational organizations, for the purpose of emphasizing the importance of the home in our national and community life, encouraging thrift and home ownership, and giving helpful suggestions regarding the selection and building of the home, its equipment and management; and

WHEREAS, Similar campaigns in other cities have resulted in raising the standard of living, stimulating business, and developing civic pride and community morals; and

WHEREAS, This movement will attempt to assist approximately . . . . . home makers in . . . . . in improving their homes and has already secured the endorsement of the Mayor and representatives of approximately . . . . . civic, commercial, and social organizations; therefore,

*Be It Resolved*, That . . . . . enter wholeheartedly into the movement and designate April 25 to May 1, as "Better Homes Week" in . . . . .

That an educational campaign be conducted to promote the purposes of the movement;

That a Demonstration or Model Home be selected, completely furnished and equipped in cooperation with the merchants, which the public will be invited to visit during Better Homes Week, and an interesting program of lectures, home economic demonstrations, and other exhibits of interest to the home maker be arranged; and

That an Executive Committee, representing the Advisory Council, with power to appoint committees, be selected to cooperate with the chairman, . . . . ., in the conduct of the campaign; and

*Be It Further Resolved*, That His Honor, Mayor . . . . ., be respectfully petitioned to issue a proclamation designating April 25 to May 1, as "Better Homes Week" in . . . . .;

That all civic, commercial, fraternal, and other organizations of the city interested in better homes and good citizenship are hereby invited to participate in this city-wide campaign and urged to give the movement every possible support; and

That we all heartily agree with President Coolidge that "The American Home is the foundation of our national and individual well-being," and we will therefore do what we can to create "homes in which home life can reach its finest levels, and in which can be reared happy children and upright citizens."

#### HOSTESS CARD

##### SUGGESTIONS:

Keep room in perfect order.

See that no object is removed from room.

Answer inquiries to the best of your ability or refer to House Committee.

Urge people to make suggestions for improvement, to ask questions in writing on the cards provided for that purpose.

##### OBSERVATIONS:

What questions were asked?

What were women most interested in?

What were men most interested in?

##### GENERAL COMMENTS:

Please sign your name and give memorandum to member of House Committee before leaving. Thank you.

A word of explanation of the Hostess Card. There should be enough cards to give one to each woman who acts as Hostess. Each Hostess should be sure to answer the questions on the cards, and to make any comments suggested by her experience in meeting visitors. These answers and comments may be very useful in making a final report on the campaign.

## MODEL KITCHEN CONTEST

## Enrollment Blank

Better Homes Week, April 25 to May 1

Conducted by Model Kitchen Contest Committee

You may enter my name in the Model Kitchen Contest.

Name.....

Address.....

Kitchens will be judged on the following basis:

1. Arrangement of kitchen to save steps and labor.
2. Sanitation and upkeep.
3. General equipment.
4. Attractiveness.

(Any resident of ..... or vicinity may enter this contest.)

(NOTE: A method of kitchen scoring is outlined in "The Well-Planned Kitchen" by Ruth Van Deman. Copies will be supplied on application.)

If your community has a County Home Demonstration Agent, she can supply additional information.

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# LOCAL COÖPERATION

## Who Should Coöperate in a "Better Homes" Campaign in Your Home Community

### 1. CITY OFFICIALS:

Board of Aldermen  
Board of Education  
Building Inspector  
City Plan Commission  
Council or Commission  
Fire Chief  
Mayor  
Sanitary Inspector  
Superintendent of Schools  
Zoning Commission

### 2. ASSOCIATIONS, CLUBS, ETC.:

Advertising Clubs  
Agricultural Clubs  
Alumni Associations  
American Legion  
Association of Engineers  
Board of Trade  
Boy Scouts  
Building and Loan Associations  
Business and Professional Women's Clubs  
Campfire Girls  
Chamber of Commerce  
Churches  
Church Women's Clubs and Church Men's Community Service  
Civic Associations  
Civitan Club  
Colleges and Universities  
Community Service  
Council of Social Agencies  
Daughters of the American Revolution  
Employers' Association  
Exchange Club  
Farm Bureau

Garden Club  
Girl Scouts  
Housing Association  
Housewives' League  
Improvement Associations  
Industrial Relations Associations  
Kiwanis Club  
Labor Unions  
League of Women Voters  
Lions Club  
Manufacturers' Association  
Motion Picture and other Theatres  
Music Clubs  
Non-English Speaking Associations  
Parent-Teachers' Association  
Pastors' Association  
Professional Associations  
Publicity Club  
Radio Club  
Red Cross  
Rotary Club  
Social Workers' Union  
Teachers' Association  
Underwriters' Association  
Visiting Nurses  
Welfare Federation  
Women's Clubs  
Young Men's Christian Association  
Young Women's Christian Association

### 3. BUSINESS AGENCIES SUCH AS:

Architects  
Banks  
Builders  
Manufacturers  
Merchants  
Newspapers  
Real Estate Exchanges

BETTER HOMES  
IN AMERICA

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BETTER HOMES WEEK  
April 25 to May 1, 1926